

CHARTING A PATH TO
SUSTAINABILITY LEADERSHIP



ANNUAL
SUSTAINABILITY
REPORT
2020-2022

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Foreword from H.E. Masaood Ahmed Al Masaood, Chairman

Dear Stakeholders,

His Highness Sheikh Mohamed bin Zayed Al Nahyan, President of the United Arab Emirates and Ruler of Abu Dhabi, has recently declared 2023 the 'Year of Sustainability' in a bold move towards protecting our planet. This powerful proclamation signals the UAE's preparedness and serious efforts towards making good on its sustainability commitment. Hosting COP28 in November 2023, the UAE is set to further demonstrate its leadership role in pursuing sustainability and cement its role in leading on clean energy for a sustainable future.

Al Masaood is proud to strongly support this great nation's vision for environmental stewardship. Our country now leads investments in renewable energy, showcasing exceptional commitment towards reducing carbon emissions on a global scale. We look forward to making every effort in order to contribute to the UAE's progress on environmental initiatives.

In line with the Government's vision and with a more focused approach to ESG, Al Masaood is participating in the process of identifying commercial solutions for sustainability through alignment with the national goals of creating clean energy sources, reducing waste and curbing the carbon footprint. Our vision is to achieve a better future—one where we work collaboratively to create solutions that benefit us all.

We have been fortunate to accompany this great nation on its tremendous journey over the last 5 decades and now on its path towards a greener future. Supporting existing initiatives such as Abu Dhabi Environment Vision 2030 and UAE Net Zero by 2050, we continue to allocate significant resources to advance our shared quest for a more sustainable future.

As a highly diversified group of companies actively engaged in the UAE economy, Al Masaood Group remains committed to a future driven by sustainable commercial and industrial enterprises across the various sectors in which we operate. A key element of our strategy is to ensure we work with our Government in support of its clean energy plans, and deliver on commercial growth to better serve our economy and society.

With utmost appreciation,

H.E. Masaood Ahmed Al Masaood



We have been fortunate to accompany this great nation on its tremendous journey over the last 5 decades and now on its path towards a greener future. Supporting existing initiatives such as Abu Dhabi Environment Vision 2030 and UAE Net Zero by 2050, we continue to allocate significant resources to advance our shared quest for a more sustainable future.

ABOUT THIS REPORT





Reporting Period

Al Masood's sustainability performance over the period of 2020-2022 has been carefully examined and summarised in this report, considering updates as recent as its publication date. Our inaugural sustainability report also features initiatives that have helped shape the company's Sustainability framework since 2020 and earlier.



Scope of Report

This report sheds light on the Sustainability practices of Al Masood and its main businesses: Al Masood Automobiles, Al Masood Power Division, Al Masood Tyres, Batteries & Accessories, Al Masood Commercial Vehicles & Equipment, Al Masood Projects & Engineering Services Division, Al Masood Bergum, ARB Emirates, Al Masood Property Division, as well as Al Masood Corporate Support Services and Head Offices.



Reporting Framework

By embracing the United Nations' Sustainable Development Goals (SDGs), Al Masood plays a crucial role in tackling the world's most pressing challenges and creating a more sustainable and equitable future. The SDGs provide us with an effective framework to identify and enhance our most meaningful Sustainability contributions.

Al Masood supports adopting the SDGs as part of its operations, processes and CSR efforts. Through rigorous analysis and deliberation, this report pinpoints how we are contributing towards achieving the Goals by 2030.



Reporting Standards

Despite being relatively new to the field of sustainability reporting, Al Masood recognises the importance of various guidance and standards such as those set by the SDG Compass, the UN Global Compact (UNGC), the Global Reporting Initiative (GRI), amongst others. As we embark on our first sustainability report, Al Masood has set an exciting goal of applying pertinent standards for more structured disclosures as part of our next reporting cycle. Our upcoming report will also seek to present an advanced SDG framework that emphasises Key Performance Indicators (KPIs) and priority impact areas.



Forward-looking Statements

This report provides an overview of Al Masood's past and present operations, and includes forward-looking statements about our business strategies, prospects and policies. Future projections may differ from today's expectations due to external factors such as shifting economic conditions, variations in the sustainability landscape or currency fluctuations.



Currency

AED amounts stated in this document always refer to UAE currency, unless otherwise specified.



Feedback

We invite you to share any thoughts, questions or ideas you may have in relation to Al Masood's sustainability journey so far. Your feedback will help us chart a better path to sustainability leadership for the benefit of all.

ABOUT AL MASAOOD

About Al Masaood

Al Masaood is a privately held and highly diversified business Group based in Abu Dhabi. The Group's companies and partnerships span multiple industries. Our core philosophy is to constantly strive for growth, excellence and customer satisfaction through an in-depth knowledge of our markets and a commitment to creating top quality products and services.

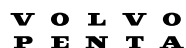
From its early days as a small trading house some 50 years ago, Al Masaood has grown to become one of the largest integrated automotive, industrial, marine and construction organisations in the United Arab Emirates. Al Masaood Company holds Abu Dhabi's Chamber of Commerce registration number one.

Al Masaood has been serving the UAE's private and public sectors for over five decades. The Group's business divisions deliver global brands and aftersales services to leading companies and public agencies in the UAE and Bahrain. Discover more about Al Masaood, please [click here](#). To know more about Al Masaood's history, please [click here](#).





OUR BRANDS





o Al Masaood Automobiles:

Authorised dealers of **Nissan**, **INFINITI** and **Renault** global brands in Abu Dhabi, Al Ain and the Western Region. Al Masaood Automobiles also provides its customers with access to a broad range of certified pre-owned offerings, leasing, finance and insurance services.

o Al Masaood Auto Leasing:

Car leasing arm aimed at providing personalised leasing solutions for **Nissan**, **INFINITI**, and **Renault** brands, designed and developed to meet customers' needs, including complimentary car maintenance, comprehensive insurance, roadside assistance & a car replacement when the vehicle is in repair

o Al Masaood Auto Central:

Auto Central is a Certified Pre-Owned and Multi-Brand Service Center providing comprehensive solutions, including servicing, mechanical repairs, accident repairs, and insurance claims in the UAE.



o Al Masaood Group Industrial:

Al Masaood Power Division:

Authorised dealers of **mtu A Rolls-Royce Solution company**, **Leroy-Somer A NIDEC company**, **Volvo Penta**, **SHAMS+**, **solar powered electric charging**. The Division operates across the Middle East.



o Al Masaood Tyres, Batteries & Accessories:

Authorised dealer for **Bridgestone** and **Trazano tyres**, **TotalEnergies** branded lubricants in Abu Dhabi, Al Ain, and the Western Region, and **3M** Autocare Centre in Abu Dhabi. The Division operates **Bridgestone FirstStop** outlets and **TotalEnergies "Rapid Oil Change"** centres across Abu Dhabi.





o **Al Masaood Commercial Vehicles & Equipment:**

Authorised dealers of **UD Trucks** and **Renault Trucks** in Abu Dhabi and the Western Region, as well as **Oshkosh**, **TCM Forklifts** and **DongFeng** in the UAE.



o **Al Masaood Projects & Engineering Services Division:**

Authorised dealers of multiple brands in the aftersales and service of the oil and gas sector. Prominent brands within the Division include **KSB**, **MAN Energy Solutions**, **Quartzelec** amongst others.



o **Al Masaood Bergum:**

Construction arm specialising in modern modular building solutions and hybrid solutions operating in the UAE and the wider region.



o **ARB Emirates:**

An exclusive distributor in the UAE of Australia's No. 1 Leading Off-road and outdoor accessories brand, **ARB 4x4 Accessories**.



o **Al Masaood Equipment Rental:**

Rental arm specialising in a wide range of products and services within the UAE rental market, including rental and leasing solutions across all sectors.

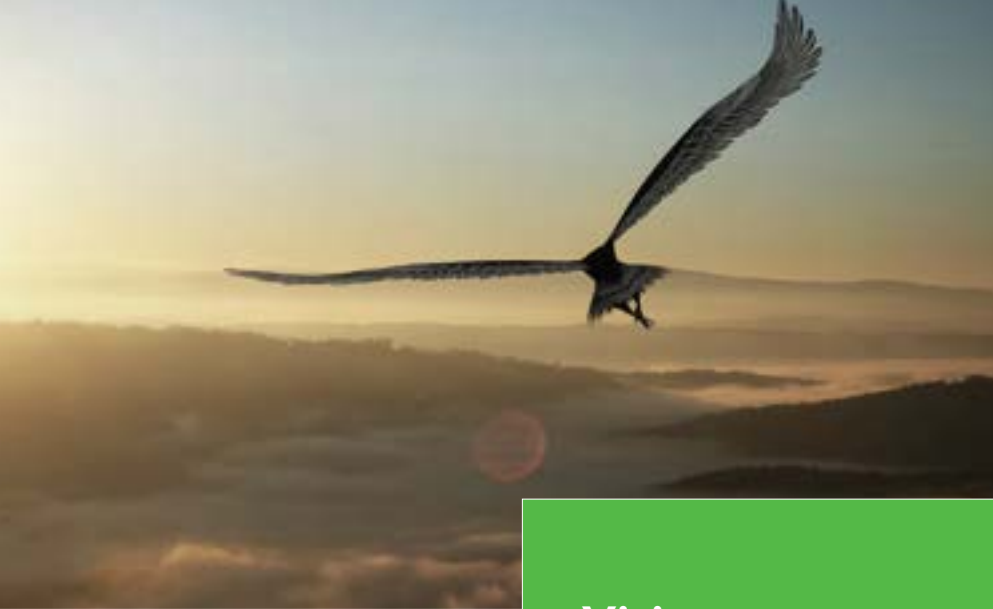


o **Al Masaood Property Division:**

Operator of commercial, retail, residential, and hospitality properties, including Al Masaood Tower. The Division also manages Al Masaood Village Facilities and a variety of project-based solutions.



o **Al Masaood Corporate Support Services and Head Offices**



Vision

- Growing together
- Delivering value
- Embracing heritage



Mission

Building profitable and nourishing relationships with our business partners by investing in our communities and employees, ultimately optimising customer satisfaction.



Values

- Empowered
- Optimistic
- Engaged
- Excellent
- One team



Goals

- Exceed customer expectations
- Become an employer of choice
- Maintain a motivated team of professionals
- Enhance shareholder value



CORPORATE GOVERNANCE

Corporate Governance

With a deeply held commitment to integrity and fairness, Al Masaood seeks out the highest standards of business practice. We collaborate with partners whose values align with our own ethical code, enabling ourselves to build lasting trust amongst customers.

Our Compliance and Risk Management function supports the Board in performing the role of oversight, framework development, policy and methodology formulation, and independent monitoring and reporting of compliance and risk issues.

In line with the legal frameworks of both the UAE and Abu Dhabi, Al Masaood adheres to strict policies in areas such as Code of Conduct, Gifts & Entertainment, Sponsorship & Donations, Conflict of Interest, Whistleblowing, and Health & Safety.



Governance Framework

Al Masaood is steadfast in its commitment to upholding the highest standards of corporate governance. We believe that transparency and accountability are essential components of operational excellence, which in turn helps us maintain an unwavering focus on ethical conduct across our entire organisation.

Chairman and Board of Directors

The Chairman and Board of Directors of Al Masaood Group are responsible for a wide array of trading activities and industrial sectors, including construction, automotive, real estate, insurance, power, and heavy engineering. H.E. Masaood Ahmed Al Masaood as Chairman in conjunction with the Board of Directors oversees the development of key strategic activities of Al Masaood.

Group Compliance & Group Internal Audit

Executive Committee

The Executive Committee is integral to the success of Al Masaood, providing strategic decisions and reviews while constantly assessing resources. Their oversight enables growth across all six divisions, helping ensure business prosperity way into the future.

Management Team

The Management Team is responsible for the development, coordination, and execution of different tasks across our business divisions. From consultations to handling day-to-day operations, the team is tasked with creating a cohesive work environment conducive to productivity while ensuring optimal utilisation of resources.

Governance Structure of Al Masaood

BOARD OF DIRECTORS



< **H.E. TARIQ AHMED AL MASAOOD**
DIRECTOR

H.E. MASAOOD AHMED AL MASAOOD
CHAIRMAN



< **AHMED RAHMA AL MASAOOD**
DIRECTOR

MOHAMMED RAHMA AL MASAOOD
DIRECTOR



< **KHALIFA AL MASAOOD**
DIRECTOR

HUMAIID AL MASAOOD
DIRECTOR



MASAOOD RAHMA AL MASAOOD
DIRECTOR



EXECUTIVE COMMITTEE



Ziad Abou Nasr
Executive Committee Member
Al Masaood LLC



Mohammad Abu Izzah
CPA, Executive Committee Member
Al Masaood LLC



David Hughes
CFA, Executive Committee Member
Al Masaood LLC

EXECUTIVES



Irfan Tansel
CEO,
Al Masaood Automobiles



Rafid Azzawi
GCFO,
Group Chief Financial Officer



Hani El Tannir
CEO,
Al Masaood Industrial Division



Ahmed Salmeen
Chief Executive Government Affairs



Richard Foulds
CEO, Group Property



Meiraj Hussain
Corporate Support
Group Head of Corporate Support

MANAGEMENT TEAM



Rasso Joerg Bartenschlager
General Manager,
Al Masaood Power Division



Dr. Khursheed Alam
General Manager,
Al Masaood Projects & Engineering
Services Division



Salah Adib
General Manager,
Al Masaood Tyres, Batteries &
Accessories Division



Norma Shaheen
Divisional Manager,
Al Masaood Equipment Rental



Mohamed El Zeftawi
General Manager,
Al Masaood Commercial
Vehicles & Equipment Division



Ziad Salloum
General Manager,
Al Masaood Village Facilities
Management



Jens Otterstedt
General Manager,
Al Masaood Bergum



Bothaina Al Ali
Group HR Manager



Walid Abdelzaher
General Manager,
ARB Emirates



Anuj Dhingra
Group Head of Risk &
Compliance

MANAGEMENT TEAM



Howell Perez
Group Audit Manager



Ghadeer Ghadban
Group Legal Manager



Suvra Prasad
Group IT Manager



Marwa Kaabour
Group Head of Marketing &
Corporate Communication



Sofiya Poland
Group Procurement Manager

Governance

Al Masood conducts all business transactions in a proper, fair, impartial, and ethical manner, avoiding even the appearance of impropriety. We seek customers and partners who share our values and standards of conduct.

The Compliance and Risk Management Function supports the Board to perform the role of risk oversight, framework development, policy and methodology formulation, and independent monitoring and reporting of key risk and compliance issues.

Al Masood Risk and Compliance Programme

Al Masood's Risk and Compliance Programme is approved by our Board. The Group Risk and Compliance team is responsible for ensuring that there is an effective risk and compliance programme in place across the Group's businesses.

Our compliance approach is guided by ISO 19600, which sets principles for the development, implementation and maintenance of effective compliance programmes.

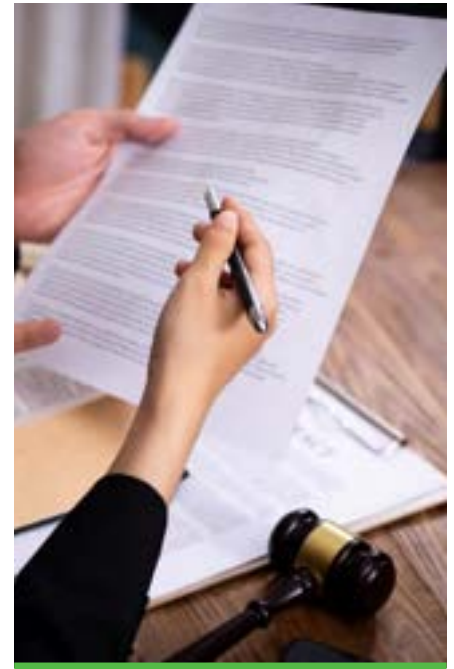
The principles of the standard are summarised below:

- **Commitment:** Al Masood's senior management is committed to meeting the contractual obligations
- **Implementation:** The business is appropriately resourced and trained on requirements
- **Monitoring & measurement:** Compliance-related activities are reported to the Business CEO, ExCo and Board, as and when required
- **Continual improvement:** The control weaknesses identified are recorded and addressed with relevant stakeholders

Al Masood adopts an enterprise risk management philosophy where formal risk management processes are embedded within day-to-day management and operations of the business. The Al Masood Group Risk Management Framework is established to be aligned with the International Risk Management

Standard (ISO 31000:2009). Risk management is conducted in a 5 step approach:

- **Plan:** This involves setting the scope for how risk management will be applied and results in a Risk Management Plan.
- **Identify:** Risks faced by the operations are identified.
- **Evaluate:** Risks identified are evaluated against its potential likelihood and impact to determine the risk rating. The risk parameters have been defined for consistency in rating.
- **Take Action:** Risk treatment strategies are implemented to mitigate risk and capitalize on opportunities identified. The risk treatment is agreed with risk owner and management.
- **Review and Communicate:** The risks identified are reviewed on periodic basis to ensure relevance and to update the ratings. The risks are communicated to management and to the company directors.



Al Masaood Code of Conduct

Al Masaood has a comprehensive [Code of Conduct](#). The Code determines the minimum standard of conduct we expect from anyone working for or on behalf of Al Masaood. It describes the Group's commitment to act with integrity in everything we do, and sets out the basic rules and standards that are necessary to conduct business in an ethical and compliant manner and in accordance with our values.

The Code outlines the main elements of Al Masaood Group's Compliance Programme and provides practical advice to help us understand how we should behave in certain circumstances. It also explains where we can get help and support if we need it.

Our employees are individually responsible for complying with the Code, seeking advice, raising concerns, and reporting potential violations. Standing by instead of speaking up is considered a violation of the Code.

Gifts & Entertainment

Al Masaood recognises the importance of maintaining relationships with third parties but expects employees to use their judgement as to the level and frequency of gifts or entertainment, and to be aware of the relevant requirements under the Bribery and Corruption Legislations.

Al Masaood complies with cross-border regulations pertaining to Bribery and Corruption. This applies to providing gifts and entertainment to clients, customers and other third parties, as well as being in the receipt of gifts and entertainment

from external parties. The more lavish the hospitality or the higher the expenditure, the greater the inference that it is intended to encourage or reward improper performance or to influence a third party.

Al Masaood prohibits all forms of bribery and corruption, including offering, promising, requesting, or accepting bribes and any form of facilitation payments to and from anyone. This activity is monitored on an ongoing basis through external audits and internal controls, which aim to detect and minimise fraud or corruption. All staff are also required to go through specialised training to understand the policies and pro-

cedures on Ethics and Compliance.

Whistleblowing

At Al Masaood, we are all equally responsible for complying with the Code of Conduct, and every employee is expected to work to the aligned set of principles outlined in the Code. The Code of Conduct provides clear guidance on how we work with each other, our suppliers and our customers. Al Masaood encourages its employees or third parties to raise their concerns if they see or hear something that does not seem right.

There are a few ways in which concerns regarding Code of Conduct breaches can be raised:

1. Speaking to line managers (for employees)
2. Speaking to a member of the Group Risk and Compliance Team or the Group Head of Risk and Compliance (for all)
3. Reporting through our [Whistleblower Website](#) or via email riskandcompliance@masaood.com (for all)

Any conversations with a manager, the Group Risk and Compliance Team or via the Whistleblower Website are treated with absolute confidentiality. We operate a zero-tolerance policy in respect to breaching that confidentiality.



Ethical Procurement

Third-party Risk Management

Al Masaood's business practices are based on three main pillars: long-term growth, mutual benefit, and sustainable strategic performance. This is within the framework of our firm commitment to establish sustainable partnerships with suppliers and provide value-added products and services to our customers.

Al Masaood is steadfast in its dedication to Risk Management. We make every effort to ensure continual product refinement, work diligently towards environmental protection, and promote personal empowerment—a trifecta of endeavours fundamental in shaping our path forward as a leading company creating sustainable value for the UAE and those who partner with us.

Supplier Code of Conduct

Al Masaood works within a network of third parties across our operating companies. As part of our ongoing efforts to monitor those involved in our day-to-day operations, we have adopted a rigorous [Supplier Code of Conduct](#). Our standards for conducting business have been defined ethically and responsibly within this Code, which is an extension of Al Masaood's overall Code of Conduct. The Supplier Code of Conduct outlines our guidance, behaviours and general principles, which need to be adhered to by all suppliers and service providers.

Al Masaood also goes all out to provide efficient and ideal platforms through which our partners can voice their concerns when they are suspected of violating the rules set forth in this Code.

Awarded the Corporate Ethics Mark From CIPS

Through its commitment to ethical practice in the supply chains, Al Masaood was awarded the Corporate Ethics Mark from the Chartered Institute of Procurement & Supply (CIPS) in 2022, where the employees completed ethics training and passed a test on fraud, corruption, bribery, and environmental concerns in

procurement and supply chain.

The honour of being named among the leaders in the procurement field and in the region underscores Al Masaood's commitment to ethical procurement practices. Companies that achieve the Ethics Mark are included in the CIPS Corporate Ethics Register, which includes various sectors and organisations from around the globe.

Al Masaood has held itself accountable in its supply chains as transparently and ethically as possible. The Group's adherence to corporate ethics, fundamental principle of integrity and acting morally, are reflected through this esteemed ethical recognition by CIPS.

Al Masaood will remain striving for a higher standard of behaviour and positive contribution to the delivery of greater equality and social inclusion as well as broader sustainability goals.





المسعود
AL MASAOOD

SUSTAINABILITY FRAMEWORK

Environment

Al Masaood is committed to tackling the global challenge of climate change and resource depletion head-on, while embracing eco-friendly practices as part of [Abu Dhabi Environment Vision 2030](#). We strive for excellence in our activities, ensuring business is conducted with an in-depth understanding of our impact on the planet. Going further, Al Masaood looks closely at areas of improvement and takes affirmative steps towards positive change, helping create a brighter future through responsible environmental stewardship.

We recognise the urgency of creating a sustainable future. Therefore, we are continuously taking measures aimed at waste reduction, recycling and water conservation in order to cut our carbon footprint. To reduce our environmental impact across our operations while protecting the communities in which we operate, Al Masaood seeks to adopt practices that not only sustain society but regenerate resources for future generations, ultimately achieving carbon neutrality.



Society

Al Masaood has had a remarkable social impact since its establishment. From initiatives that focus on the Community to those supporting Sports & Youth as well as Emiratisation, we remain steadfast in bettering the lives of people in the UAE and beyond. Working on a local level and engaging with stakeholders has been essential for Al Masaood to create meaningful change. Not only does this support the development of innovative projects and practices, but also helps create jobs, improve education, promote health and wellness, and enhance public safety.

Owing to its thorough societal efforts, Al Masaood hopes to set a good example of how an enterprise can leverage its influence to create tangible, long-term benefits for its community.

Governance

Al Masaood is committed to conducting business ethically while sustaining long-term profitability by adhering to the highest standards of corporate governance. Our governance practices extend beyond internal operations and oversight, as we advocate for responsible supply chain management with a focus on maintaining ethical business practices throughout our processes. Al Masaood emphasises transparency and accountability at every level in pursuit of an integrated approach that upholds values, principles and ethics alike.

We strive to boost our corporate standing by promoting strong ethical behaviour. Al Masaood places a high emphasis on Sustainability principles as well as value creation across its operations. To ensure we stay within the boundaries of law, an active management approach is applied throughout our proceedings.

People

Al Masaood is dedicated to supporting the communities it serves through our diverse business divisions. We believe that increased transparency and employee involvement are central to accelerating corporate growth. Our dedication towards active engagement enriches both Al Masaood's workforce culture and the local communities.

Job creation and talent development are two of our highest priorities, recognising the essential role they play in reducing poverty, improving economic stability, and building resilient communities. Al Masaood aspires to become an employer of choice by equipping young professionals with skills that meet global standards, including those related to digitalisation and sustainability. Additionally, we uphold human rights through fostering diversity and equality within Al Masaood's workforce.

Message from Meiraj Hussain, Group Head of Corporate Support

Dear Stakeholders,

ESG factors are gaining serious traction the world over. Now more than ever, businesses need to take initiative and incorporate ESG into their business strategies, especially if they want to stay ahead of regulators in the years to come. ESG is becoming increasingly important for companies looking towards a prosperous future.

Through incorporating sustainable practices, Al Masaood is leveraging a unique opportunity to thoroughly review how our organisation operates, considering key areas of accountability, practicality and collaboration. Not only do consumers identify with these choices, but engaging in such actions also upholds a strong moral code for all stakeholders.

Sustainability integration is an exciting endeavour that promises notable dividends. In order to build resilience, we aim to establish actionable and measurable objectives to be achieved according to key performance indicators (KPIs). These KPIs will be integrated into the larger business structure of our organisation, paving a solid path forward towards defining sustainability priority goals.

As we work towards making sustainable business practices more transparent and meaningful, it is essential that we have access to the necessary Sustainability data. To ensure our sustainability journey progresses steadily, robust information must be gathered, enabling us to create an effective Sustainability strategy that will yield good value. We are thus carefully constructing a comprehensive data framework conforming with business management protocols, focusing on both quality and visibility of the figures obtained.

Our commitment to Sustainability reporting is paramount. To ensure transparency and make it easier for stakeholders to review our sustainability efforts objectively, we are also working towards developing a standardised methodology that will underpin our upcoming reporting cycles.

To take a step closer to sustainability goals, we are also examining our business models and leveraging cutting-edge solutions to improve our processes. This includes transforming our operations through the adoption of new technologies as well as integrating sustainable practices that can reduce waste and curb carbon emissions.

Despite the increasing awareness of UN SDGs factors in today's business environment, the G is often neglected. However, it is an essential component for forward-thinking businesses.

To stay ahead in today's challenging business environment, clarity and accountability are pivotal. In order to meet the needs of all stakeholders including consumers, employees and shareholders, we aim for utmost transparency throughout our corporate operations.

Our Corporate Services teams have been focused on fostering a culture that enables both business units and employees to grow ethically. We are dedicated in our pursuit of progress beyond the present obstacles, striving towards brighter days ahead.

Yours faithfully,

Meiraj Hussain



To take a step closer to sustainability goals, we are also examining our business models and leveraging cutting-edge solutions to improve our processes. This includes transforming our operations through the adoption of new technologies as well as integrating sustainable practices that can reduce waste and curb carbon emissions.

Our Contributions to the UN's SDGs

Al Masaood realises that upholding corporate responsibility is inextricably linked to our contributions to the SDGs. In our next reporting cycle, we are taking steps to strengthen Sustainability Framework disclosures and provide more detailed information about how our operations contribute to the Goals. We understand that this level of transparency is essential as we further incorporate these goals into Al Masaood's annual sustainability reports.



The table below demonstrates our commitments and contributions to the SDGs.

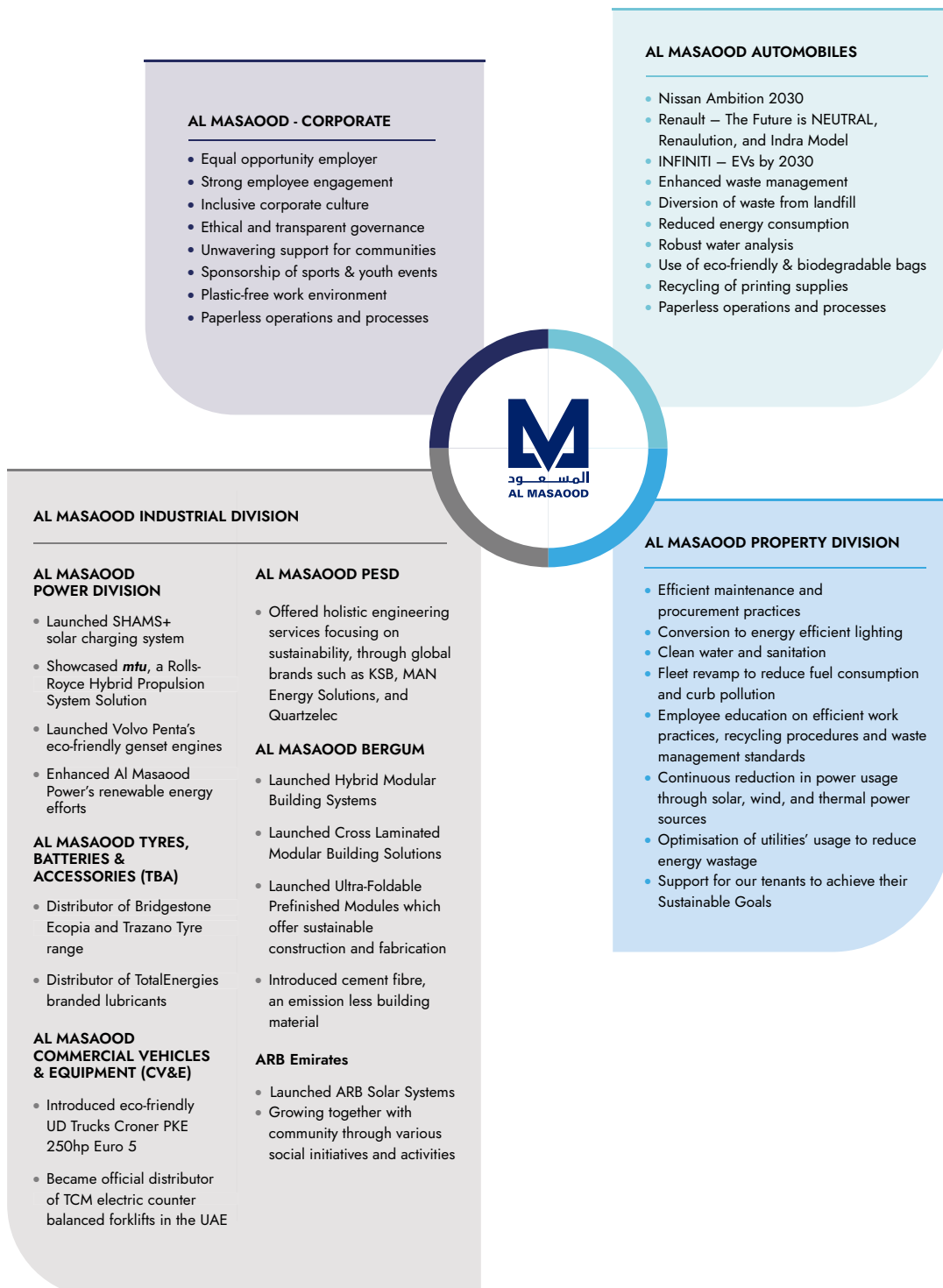
UN SDGs	AL MASAOOD CORPORATE	AL MASAOOD AUTOMOBILES	AL MASAOOD POWER	AL MASAOOD TBA	AL MASAOOD CV&E	AL MASAOOD PESD	AL MASAOOD BERGUM	ARB EMIRATES	AL MASAOOD PROPERTY DIVISION
Good Health & Wellbeing	x	x	x	x	x	x	x	x	x
Quality Education	x							x	x
Affordable & Clean Energy		x	x	x	x	x	x	x	x
Industry, Innovation & Infrastructure	x	x	x	x	x	x	x	x	x
Sustainable Cities & Communities		x	x	x	x	x	x	x	x
Climate Action	x	x	x	x	x	x	x	x	x
Life Below Water	x		x						



Our Sustainability Highlights

At Al Masood, sustainability goes beyond spreading environmental awareness, taking traditional eco-friendly measures or implementing green initiatives. We are dedicated to making sustainability the central principle in all our product offerings, and investing in sustainable solutions that offer maximum benefit to our customers. We believe this philosophy enables us to create enhanced value and more sustainable solutions for the Group and society as a whole. Al Masood prides itself on the diversity of its business divisions, allowing us to utilise our wide range of business practices and operations to help build a healthier planet and a more prosperous society for current and future generations.

Our team is currently hard at work on improvements to our existing assets, ensuring all third-party occupants are compliant with sustainability standards. Al Masood is exploring several exciting new developments geared towards reducing the carbon footprint through sustainable building methods as well as energy-efficient operational practices.





OUR PEOPLE

Our people

Equal Opportunities for All

Al Masaood’s leadership has embraced the struggle against inequality, vowing to help create a world that respects and appreciates diversity in all its forms. We make every effort to ensure that all cultures and religions are celebrated through official recognition of their annual ceremonies. Ramadan, Eid, and Christmas hold strong importance in our religious calendar; while Diwali is also acknowledged with enthusiasm.

Working towards female empowerment in support of initiatives such as International Women’s Day, and through our advocacy for equal representation of the intellectually and physically challenged, we make every effort to realise a society where everyone is free and capable of reaching their full potential.

Al Masaood’s commitment to equal opportunities for all has been bolstered through a variety of activities outlined in some of the following sections, each helping build an increasingly inclusive and equal life and work environment for marginalised communities and individuals.



Compensation Philosophy

Al Masaood provides equal opportunities for employees based on merit in a fair and inclusive manner. This includes ensuring all employees are paid fairly in relation to market conditions. We regularly conduct pay reviews with our compensation partners to ensure alignment with market pay. We have strong systems in place to ensure rewards and recognition are fair and based on merit and market conditions.



Career Opportunities

In 2022, Al Masaood's workforce saw a notable expansion indicative of the promising future ahead. We welcomed 314 new hires representing an array of age groups, backgrounds and experiences. We proudly recruited 16 UAE nationals while increasing female representation by 44 individuals. 168 people were recruited from Abu Dhabi. By the close of 2022, Al Masaood's total headcount stood at 2070 with employee attrition down marginally from 2021 levels among both men and women staff members.

Al Masaood is a regular participant in Tawdheef, the largest career development event for UAE nationals, to recruit top Emirati talents. Through Tawdheef, Al Masaood aims to attract Emirati job seekers who are qualified to fill a variety of technical and non-technical positions across its divisions. Joining Tawdheef demonstrates Al Masaood's dedication to providing significant learning and career development opportunities for the nation's young professionals according to the goals and objectives of the government's Emiratization and Nafis initiatives.



Learning & Development

Al Masood offers its employees ongoing Learning & Development (L&D) programmes, supporting them in advancing their careers and increasing their earning potential. This helps ensure that all employees have the opportunity to reach their full potential and be rewarded for their hard work and dedication.

Al Masood is committed to expanding its leadership competencies through strengthening the leadership team with the goal of achieving operational excellence. Through various opportunities for personal and professional growth, we work with employees to build individual development schemes and succession planning across the organisation.



Our L&D programmes are based on Al Masood's values and core competencies:

- Focus on customers
- Deliver results at pace
- Create an innovative culture
- Understand the broader context
- Succeed together
- Understand and develop yourself
- Lead and develop others

In 2022, we invested heavily in senior and middle management as well as employees by providing 15,767 hours of soft skills and technical training. Both virtual and in-person formats were utilised. Our learning and development efforts were further supplemented with comprehensive e-learning experiences to ensure professional growth throughout the year.



Employee Health & Wellbeing

During 2021 and 2022, Al Masaood sought to advance employee wellness in a number of ways. We conducted 19 webinars on topics related to personal health, nutrition and overall wellbeing in order to better equip staff with the knowledge and tools necessary for making wise lifestyle choices.

Additionally, Al Masaood has processed 13 ex-gratia settlement claims for the benefit of employees since the beginning of 2021 through an agreement with our medical insurer. This has enabled further coverage for conditions or treatments excluded from conventional policy agreements as well as access to hospitals outside the network in instances where available limits have been exhausted, such as prescription drugs requiring long-term use. Al Masaood is committed to promoting employee wellness and remains confident its actions will continue to have a positive impact on our workforce.

Occupational Health

Al Masaood’s commitment to the highest standards of excellence in occupational health and safety has led us to conduct an occupational screening mandated by ISO. Stemming from our firm belief that adhering to international standards is crucial for protecting human resources, we provide a safe and healthy work environment for all staff. Our comprehensive screening included interviews, assessments, medical exams, and other tests necessary to ensure adherence to industry regulations. By taking these steps, Al Masaood has created a culture of safety that puts employees’ wellbeing first.

In compliance with the standards set by Abu Dhabi Occupational Safety and Health System Framework (OSHAD) as well as industrial safety and health standards by Abu Dhabi Public Health Centre (ADPHC) and Emirates Authority for Standardization and Metrology (ESMA), Al Masaood Bergum regularly conducts occupational health screenings focused on blood tests and physical assessments required to prevent and reduce work-related injuries. The rest

of our Group follows ISO 45001 standards in relation to OSHAD. Periodically monitoring the health status of workers helps us keep an eye on jobs that expose employees—such as painters—to health hazards.

General Health

Al Masaood recognises its obligation to prioritise the health and wellbeing of its people through reliable, comprehensive guidance. In 2022, our team conferred a wealth of general health counsel to employees, offering valuable guidance for their physical wellbeing.

- Delivered a health talk on maintaining a holistic healthy lifestyle
- Conducted a disease management session on boosting immunity during Ramadan
- Conducted a webinar on controlling asthma and smoking
- Shared corporate offers such as Group life insurance programme amongst all



employees

- Provided comprehensive critical illness cover to employees and dependents as part of their medical insurance programme
- Circulated discounted flu vaccination vouchers
- Rolled out comprehensive health check-ups across all our locations. Services included:
 - Body mass index (BMI) check
 - Blood pressure (BP) check
 - General Practitioner (GP) consultation

‘Choose to Vaccinate’ Campaign

The COVID-19 pandemic has created a challenging situation that demanded both bold action and collaboration. In 2020, Al Masaood launched the #wearecommitted campaign to galvanise staff into action and promote good health by taking up vaccination. Our initiative rallied strong support with an enthusiastic response from all divisions, cementing us as a responsible corporate entity.



'We are Responsible' Campaign

The 'We are Responsible' campaign sought to remind employees of the importance of keeping their community safe by encouraging them to sanitise their cars prior to beginning any journey. Al Masaood's goal was ultimately achieved, with a heightened awareness around cleanliness and safety amongst all staff.

Mental Health

In times of uncertainty, caring for our mental health is more essential than ever. In 2022, Al Masaood employees were provided with extensive mental health resources through a range of advisory services. We remain deeply committed to creating supportive and positive environments within the workplace for the benefit of all staff members.

- Conducted meditation and de-stress yoga sessions and webinars
- Organised a stress management session conducted by a psychologist

Know Your Insurance

Protecting our people and their loved ones starts with understanding the ins and outs

of insurance. In 2022, Al Masaood organised numerous 'Know Your Insurance' advisory sessions, which enabled our employees to receive personal guidance and gain greater insight into their insurance coverage.

- Organised a medical orientation session conducted by Abu Dhabi National Insurance Company (ADNIC) in coordination with Marsh
- Published Insurance Manual providing details on the Group's employee benefit programmes
- Rolled out a Smart Patient Campaign to educate employees of usage and benefits of their medical insurance
- Shared FAQs summarising benefits of the medical insurance programme

Heart Health

With heart disease being a leading cause of death worldwide, taking care of one's cardiovascular system is of paramount importance. Emphasising lifestyle modifications and preventative measures can go a long way in ensuring that the most important organ is running at top performance. In 2022, Al Masaood provided employees with a series of education and awareness

sessions on heart health, covering heart disease, heart failure, high blood pressure, stroke warning signs and symptoms, amongst others.

Eye Health

While good heart health is essential, we believe in proactive measures to take care of our sight too. Taking the necessary steps towards eye health may help us maintain optimal wellness in both body and mind. In 2022, Al Masaood conducted comprehensive eye check-ups across all company locations. Services included:

- Eye check-ups by Max Vision and Optometrist
- Free frames provided on purchase of lenses
- Up to 70% discount on sunglasses



Diabetes Management

To provide employees with the services and awareness needed to help manage diabetes, Al Masood held several educational sessions in 2022 focusing on the control and prevention aspects of this disease, which is increasingly prevalent in the UAE.

- Organised a health talk on management of diabetes
- Provided glucose tests to screen employees for diabetes

Telemedicine

In response to the latest health crisis, Al Masood has taken steps to provide its employees with easy access to telemedicine services. This has allowed them not only greater health security but also peace of mind in knowing that quality medical care is just a few clicks away. In 2022, Al Masood facilitated employee access to telemedicine through TruDoc, a one-stop-care-destination for people who are acute, chronic or healthy.



Breast Cancer Awareness & Screening

Breast cancer is an increasingly pertinent issue. Raising awareness of its signs, symptoms and preventive measures can help save countless lives. In October 2022, Al Masood organised a breast cancer health talk in addition to an awareness webinar conducted by Daman, providing employees with free and discounted breast cancer screenings at various service providers across the UAE.

Al Masood also launched a new logo and branding as part of our Breast Cancer Awareness campaign. In coordination with our Insurance Department, multiple awareness sessions with relevant doctors from Unicare Medical Centre were held virtually for all employees. Preventive tips were shared in our internal newsletter, as well as on Al Masood's social media platforms.



Employee Engagement

Al Masaood upholds its commitment to recognising and supporting the needs of our communities. We are heavily invested in every aspect that contributes to long-term success, including our biggest asset; our employees.

In alignment with our core values, we help empower staff members to perform their job to the highest standard, while staying positive no matter what challenges arise. All this aids them in working together as a unified team while striving for excellence and engendering career growth opportunities on an individual and corporate levels.

Al Masaood is committed to providing an environment which enables teamwork and collaboration without the traditional boundaries of departments and roles within the organisation. We believe an engaged workforce is one where people are valued and equipped to optimally contribute

Internal Newsletter

In an effort to further engage with employees, Al Masaood launched its weekly newsletter 'Growing Together' in October 2020. The newsletter covers the Group's latest news and updates in an upgraded and refreshed format. Growing Together is also the first pillar in our vision statement and is a reflection of the Group's wonderful journey of 50 years.

Al Masaood Stars Awards

Since 2019, Al Masaood has launched its annual Stars Awards programme to recognise staff members who have gone above and beyond. Through the event, we create a collaborative environment where employees can celebrate successes and further develop their leadership skills through innovative thinking—all while rewarding excellence in customer satisfaction.

Our winners take centre stage in our Weekly Newsletter, culminating with the

presentation of the Best Support Employee Award. To celebrate and remember each momentous occasion, we also create an entertaining 'behind-the-scenes' recap video to be shared externally via social media platforms and internally as a tribute to all those selected at our Stars Awards.

To see the highlights of Al Masaood Stars Awards celebration, please [click here](#). To see Al Masaood Stars Awards pictures, please [click here](#).



International Women’s Day Campaign

International Women’s Day is an opportunity for us all to honour females everywhere; those who have championed gender equality, shattered glass ceilings and made powerful strides towards progress. Celebrating the occasion in 2022, Al Masood championed the #BreakTheBias theme by vowing to work towards dismantling gender inequality and promoting female empowerment. Our leaders pledged their support for a more equal world that values diversity in all its forms, resonating through our special photoshoot featuring dedicated team members from both genders.

At Al Masood, we lead with purpose to ensure that everyone across society has a space at the table, marking us out as an organisation determined to bring about real change. As a gesture of appreciation, some of our Masood leaders gifted their female team members flowers and goodies on this occasion.

International Day of Happiness Campaign

The UAE has been prioritising joy and contentment as a national goal, with the aim of creating an environment where citizens can thrive. To commemorate International Day of Happiness 2022, we provided our employees with delightful treats and encouraged them to express their gratitude in the company’s newsletter. We were thrilled to receive all the inspirational entries that highlighted how much joy these small tokens instilled.



'Think. Act. Save.' Initiative

Comprehending the consequences of climate change is crucial as it helps us protect livelihoods, homes, businesses, infrastructure and natural ecosystems. As a responsible corporate citizen, Al Masaood announced 'Think. Act. Save.' initiative to Think about positive change, Act on our thoughts by using sustainable and eco-friendly products and methods, and ultimately Save mother nature.

Under this initiative, Al Masaood launched a Group-wide 'Go Green' campaign in the month of June 2022. The objective is to address sustainability and take steps towards environmental protection. We truly believe that by making small changes in our daily lives, setting simple goals, and being more environmentally conscious, our actions can go a long way

As part of the 'Go Green' campaign, the Group delivered a series of content and activities to engage employees:

Say 'No' to Plastic:

- Distributed re-usable stainless steel water bottles and eco-friendly bags to all employees
- Delivered a series of tips through our newsletter and website to shed light on the harmful effects of plastic, sharing ways to reduce plastic waste
- Stopped accepting plastic water bottle purchases in our Najda Office from November 15, 2022. For the rest of the Group, this comes to effect started on January 1, 2023.

Save Trees for A Greener Future:

- Encouraged employees to protect the environment through going paper less, reducing our impact on forests, diverting waste from landfills, cutting energy consumption and helping lessen the impact of climate change

Reduce, Reuse & Recycle:

- Encouraged employees to make small changes in their daily habits to save the environment



Ramadan Campaign for Al Masaood Employees

Each year, Al Masaood brings the spirit of Ramadan to life with its festive season campaign. In 2022, we lined up a host of exciting activities and initiatives that invite employees to revel in the blessed month. From engaging competitions to special surprises, our latest Ramadan campaign was an immersive experience for all.

'Ibdaa'

It is an Arabic for 'start something new', was launched in 2022. A sequel to our previous year's successful Ramadan campaign 'Iqraa', which is Arabic for 'read', the campaign stems from the universal truth that Ramadan is a time of reset and new resolutions. During the holy month, the content revolved around four general pillars: Physical Health, Financial Health, The Power of Setting Goals & Overcoming Challenges, and Mental Health. The campaign featured five inspirational speakers to mentor employees on these topics throughout the holy month at our Virtual Ramadan Majlis.

Physical Health

Ramadan not only marks the celebration of willpower and strong determination but also fosters resilience to cut down on bad habits and take up new practices to improve our physical health. In our first Virtual Ramadan Majlis, Omar Al Duri, an award-winning football coach, founder of the Reset community, bestselling author and host of the half time show at Pulse 95 Radio, shared his real-life experiences

about the Reset Academy and how we can connect the mind and the body, reset our habits, and make movement fun and sustainable.

Financial Freedom

The second pillar of our Ramadan campaign focused on financial freedom and the different steps one can take to achieve it. The Group invited employees to join the Virtual Ramadan Majlis with guest speaker Dr. Omar Fisher, a financial expert, innovator and author with a successful international career spanning four decades. During the session, participants discussed the notion of Conscious Wealth, which is a fusion of abundance thinking and money earning skills.

The Power of Setting Goals & Overcoming Challenges

To guide and inspire us on our goal-setting journey, the Group invited Saahil Mehta to the Virtual Ramadan Majlis. Saahil talked about the benefits of breaking free, and

how it gave us more time to pursue our passion and priorities, helping us achieve our goals.

Mindfulness & Spirituality

During the last 10 days of Ramadan, many of us looked to intensify our spiritual activities and religious deeds. In this spirit, the last Virtual Ramadan Majlis hosted Arsalan Al Hashmi, a coach and mentor, whose primary interest is human empowerment. Through a session titled 'From Chronic Stress to Joy', Arsalan guided us in our journey to lead a stress-free life filled with joy and freedom while re-discovering our true potential.

The Majlis was highly welcomed by employees, with positive feedback and great engagement during the sessions. Attendance reached up to 200 people per session. Giveaways were handed at the end of each session. Electronics were given to employees who engaged the most during the sessions.



Our latest Ramadan campaign also saw us observe Sheikh Zayed Humanitarian Day. Following on our late founding father’s rich legacy, Al Masaood invited employees to participate in giving back to the community in every way possible.



‘Iqraa’ Campaign

‘Iqraa’, which is Arabic for ‘read’, represents our Ramadan campaign launched in 2021. It was focused on developing ourselves through reading. The act of reading has a very close relevance to Ramadan, as it is the time when the Holy Quran was revealed to our Prophet p.b.u.h. In the Quran, the very first verse that was revealed was ‘Iqraa’, encouraging us to read and thus improve ourselves. Our Ramadan campaign was hence accompanied with the following activities:

- Al Masaood collaborated with the Department of Culture and Tourism (DCT) to offer our employees free access to Abu Dhabi’s online library portal—Maktaba. This initiative was in support of spreading the culture of reading within our community. A virtual workshop was held to guide us on making the best use of this platform as it carries great benefit to family members of all ages

- An internal competition called ‘Share & Win with Iqraa’ was well conducted to encourage employees to share a book that has changed their life, for a chance to win three iPads
- The Group ran a social media competition to engage our followers for a chance to win an iPad
- The campaign, along with various contents and tips about reading, was also featured on Al Masaood’s website, newsletter and across social media channels throughout the holy month

Employees National Day Celebrations

Our cohesive and collaborative workforce represents the cornerstone for achieving our goals. Uniting every individual’s accomplishments for a common purpose builds

bridges to success within our organisation. In 2021, we organised an in-person event for Al Masaood employees at Fairmont Bab Al Bahr Hotel, Abu Dhabi. This was the first in-person employee event since COVID-19. Employees came together to celebrate the UAE’s and our company’s very own Golden Jubilee. The event was a success and saw over 366 employees in attendance.



Al Masood Employees at ADNOC Marathon

By participating in the ADNOC Marathon 2022, our company has demonstrated an impressive commitment to encouraging athletic prowess and healthy mindsets amongst our employees. Exhibiting unity through internal communications such as our newsletter, WebHR and even showcasing runners on social media platforms, this was a monumental feat accomplished by 150 of us.





AL MASAOOD AUTOMOBILES

Al Masaood Automobiles is the authorised distributor of Nissan, INFINITI and Renault in Abu Dhabi, Al Ain, and the Western Region for over 38 years. The company brings to market a complete range of the most reliable 4x4, luxury, passenger, and commercial vehicles, catering to a large and diverse number of individual, fleet, and government users.

Message from Irfan Tansel, CEO, Al Masaood Automobiles

Dear Stakeholders,

In a world where sustainability is increasingly becoming a must-have at the core of every business, effecting meaningful change can present itself in various forms. Gratefully and after my career reached its peak, I aspire to be remembered as a business leader who made an indelible impact on the world.

Over the past few years, I have been pleased to witness our global automotive brands rev up electrification capabilities with significant financial commitments and ambitious plans to revolutionise their line-ups, driving technology innovation at top speed.

In 2021, Nissan presented its Ambition 2030, a strategic vision that promises electrified vehicles enhanced with cutting-edge technologies. Adhering to its commitment of creating low carbon mobility solutions, Nissan aims to become entirely carbon neutral by 2050.

The automotive industry is truly on the cusp of an environmental revolution, whereby the circular economy is taking centre stage. Renault's subsidiaries; Gaia, Indra and Boone Comenor as well Flins Refactory, have proven to be reliable powerhouses in creating economic, social and environmental value across the entire vehicle lifecycle. As a cornerstone of Renault's 'The Future Is Neutral' mission, Indra specialises in recovering and recycling end-of-life vehicles from impounds and scrappage. Renault's efforts in decommissioned chassis and parts have been bringing sustainability to areas where traditional methods had failed.

INFINITI is also entering a new era of green technology, developing models with the user experience front and centre. This commitment to innovation culminates in INFINITI's pledge that by 2030, all its vehicles sold globally will feature some form of electrification.

Meanwhile, Al Masaood Automobiles has created a healthier and safer environment through our commitment to international standards, exemplified by our receipt of the distinguished Environmental Management System Certification (ISO 14001:2015) from Bureau Veritas.

Through effective waste management strategies in line with Abu Dhabi Environment Vision 2030, Al Masaood Automobiles has been able to limit its waste output to less than 250 tons per year, achieving a 20% minimum of waste recycling treatment percentage per year all while reducing air pollution and noise levels from our workshops.

Moreover, we have continued to sustain and safeguard the environment by generating periodic water analysis reports, converting waste into new products, using biodegradable bags, as well as recycling paper, plastic and cans. For instance, Al Masaood Automobiles has been using HP Planet Partners Return and Recycling services to responsibly dispose of empty toner cartridges, and exploring ways to diminish paper waste. These efforts help us regulate pollution while making efficient use of resources.

Committed to responsible practices, Al Masaood Automobiles will press ahead with sustainability as an integral part of our forward-thinking approach.

Sincerely,

Irfan Tansel



Through effective waste management strategies in line with Abu Dhabi Environment Vision 2030, Al Masaood Automobiles has been able to limit its waste output to less than 250 tons per year, achieving a 20% minimum of waste recycling treatment percentage per year all while reducing air pollution and noise levels from our workshops.

NISSAN

Nissan unveils Ambition 2030

In 2021, Al Masaood Automobiles' primary automotive partner Nissan unveiled its Ambition 2030, the company's vision for empowering sustainable mobility. Responding to critical environmental, societal and customer needs, Nissan aims to drive a more sustainable and inclusive future by delivering strategic value and boosting confidence through collaborations in integrated mobility.

Over the next ten years, Nissan aims to deliver electrified vehicles and technological innovations while expanding its operations globally. Ambition 2030 supports Nissan's goal to become carbon neutral across the lifecycle of its products by fiscal year 2050.

Nissan's Ariya makes showcase debut in the UAE

To further its commitment to a sustainable future, Nissan shared its vision for the Future of Mobility with an exclusive showcase of Ariya—the brand's all-electric crossover. Making its showcase debut at Nissan's inaugural activation at Expo 2020 Dubai, Ariya symbolises Nissan's forward-looking journey into the future of electrification and sustainable mobility.

Held at Expo's Dubai Exhibition Center, the event named after Nissan's 'Let's Move' campaign took guests on a visually com-



elling journey through Nissan's ongoing contribution to the world across Sustainability, Mobility and Opportunity, echoing the three sub-themes of Expo 2020 Dubai.

Al Masaood Automobiles also marked its participation in Abu Dhabi's first Electric Vehicle Innovation Summit (EVIS) 2022 with a display of Ariya. This participation complements Al Masaood Automobiles' efforts to engage with industry leaders and experts, and shed light on important topics pertaining to the future of e-mobility in the capital.

Nissan introduces new electrified line-up

As the world shifts to greener solutions, electrified mobility has become a core driver of automotive innovation. Pioneering car companies are striving to provide zero-emission vehicles that will pave the way for an environmentally sustainable future.

Nissan is one such renowned international brand that is leading the way towards an electrified future. This is evident in the company's portfolio of electrified automotive models. The innovative line-up of

EVs promises to accelerate green mobility worldwide in preparation for fulfilling Nissan's pledge of zero-emissions by 2050.

The latest Nissan offerings are pursuant to Al Masaood Automobiles' various programmes that support the decarbonisation goals of Abu Dhabi and the UAE. Bringing Nissan's innovative models to life helps fast-track Abu Dhabi's electrification and sustainable transport development efforts. To date, the UAE capital has already built 200 charging units across key locations to increase EV usage and significantly bring down carbon emissions. EVs are becoming ubiquitous amidst the emirate's continuous upgrades of relevant infrastructure.

Based on customer demand for a diverse range of exciting vehicles, Nissan plans to introduce 23 new electrified models, including 15 new EVs by fiscal year 2030, aiming for an electrification mix of more than 50% globally across the Nissan and INFINITI brands.



Nissan renews commitment to sustainability

In a bid to achieve a cleaner, safer and more inclusive world, Nissan has renewed its commitment to sustainability through delivering on its long-term vision. In its Sustainability Report 2022, the company summarised its strategy and actions to meet its ESG goals.



In the report, Nissan disclosed a materiality matrix assessing its greatest value and impact on society and the environment. By innovating at the intersection of value creation and sustainability, Nissan highlights how sustainable growth is deeply rooted in the company's purpose-led strategy. The company pledges to further strengthen these efforts by tackling key social and environmental issues head on, ensuring a prosperous future for all.

Nissan challenges the world to Origami up a sustainable future

As the Official Automotive Partner of Expo 2020 Dubai, Nissan brought its sustainability and carbon neutrality goals to the forefront through a public pledge for climate action. Forming part of the exclusive content created for Expo 2020 Dubai and hosted on The [Nissan Next website](#), the digital activation encouraged participants to make a commitment towards a more sustainable future, allowing them to design their own Origami bloom.

Embracing the brand's rich Japanese heritage, the digital campaign underlined Nissan's sustainability goals with a digital-first approach, while inspiring change by making individuals more conscious of their actions. Building on Nissan's engaging 'Let's Move' brand campaign for Expo 2020 Dubai, the Origami digital activation allowed individuals to make their own pledge towards reducing their carbon footprint

The current focus on EVs and zero emissions presents avenues to catalyse the targets previously set in the Paris Agreement. According to KPMG, 52% of US car sales will be EVs by 2030. The International Energy Agency predicts there will be around 145 million EVs in use by the end of this decade.

En route to becoming mainstream, autonomous mobility has the potential to build the cities of the future, lowering carbon emissions and paving the way for more sustainable living. Many automotive brands have already adopted autonomous or semi-autonomous technologies in their vehicles. This includes the Advanced Driver Assistance Systems (ADAS).

with actions that include turning off lights, recycling, and generating clean energy through the installation of solar panels.

Adoption of electric mobility and autonomous vehicles

Nissan has installed the ProPILOT system, which was first introduced to the region on the 2021 Nissan Altima and the all-new Nissan Pathfinder. ProPILOT combines Nissan's intelligent cruise control system with steering assist technologies, making driving easy and stress-free by automatically maintaining a set distance from the car ahead. Nissan is aiming to expand its ProPILOT technology to over 2.5 million Nissan and INFINITI vehicles by 2026.



INFINITI

Pushes ahead with Climate Action

INFINITI, another primary partner of Al Masaood Automobiles, has been advancing its climate-focused agenda. With a customer-centric approach and a carbon-conscious mindset, INFINITI is working on future models that deliver technology through a human-first lens. The company has announced that the majority of its vehicles sold globally would be electrified by 2030.





RENAULT

Renault creates 'The Future Is NEUTRAL'

In 2022, Al Masood Automobiles' primary partner Renault Group announced the creation of The Future Is NEUTRAL, a new entity dedicated to the circular economy. By bringing together the existing industrial and technological expertise and assets of the Group and its partners under a new brand, The Future Is NEUTRAL becomes the first company to operate across the entire automotive circular economy value chain, and is aimed at all players in the automotive world, beyond Renault Group.

The Future Is NEUTRAL will enable the automotive industry to significantly increase the proportion of recycled materials from the End-of-Life Vehicles (EoLVs) within the automotive industry in the production of new vehicles. Today, a new vehicle contains only between 20 and 30% recycled materials from all industries.



Upholding EU and French regulations for prevention and recycling of vehicle waste

The Future Is NEUTRAL upholds Directive 2000/53/EC of the European Parliament and of the Council of 18 September 2000 on end-of life vehicles. The Directive stipulates that by 2015, the reuse and recovery of EoLVs shall be increased to a minimum of 95% by an average weight per vehicle and year.

At the national level in France, Original Equipment Manufacturers (OEMs) must set up specialised End-of-Life Vehicle (EoLV) centres every 50km, or for each 200 thousand inhabitants in dense zones that accept to take EoLVs for free. In 2015, to improve the economics of the EoLV industry, the French government enacted a law obliging garage owners to propose used vehicle parts for vehicle repairs.

Renault continues race towards a greener future

Renault has built a bustling business dedicated to efficient and sustainable vehicle recycling. Under its subsidiary Indra, the company has created multiple brands for the commercialisation of recycled parts, as well as an online marketplace connecting dismantlers with buyers.

Over the years, Renault has opened several factories devoted to giving parts and auto waste new life. Working primarily out of France, these recycling centres provide essential materials for both vehicle production and repair. Renault's efforts represent a successful venture into preserving the environment while driving revenue growth.

Renault's Indra: A striking success story

A revolutionary vehicle recycling business, Indra has become the market leader in France. It provides a full range of EoLV services, from recycling 95% of Indra's vehicle mass to engineering and training, as well as commercialisation of second-hand parts.

Indra has created several dedicated brands including Goodbye Car, a free B2C service dedicated to collecting EoLVs from individuals; Switch Car, an EoLV marketplace for dismantling centres that are part of Indra's nationwide network; and Precis, which aims to commercialise used car parts by delivering dismantled, qualified, and stocked



second-hand parts to repair professionals.

Indra has reached its breakeven point thanks to its shift from the sale of raw materials to the used parts business. Through solid partnerships with some of the biggest names on the car market including Honda, Kia and Nissan, Indra is set for a thrilling sustainability journey ahead.

Renault unveils Renaulution

In 2021, Renault Group unveiled its Renaulution strategic plan, ushering in a new era of sustainable mobility. Reducing the Renault's carbon footprint is at the core of Renaulution, with ambitions to achieve carbon neutrality in Europe by 2040 and worldwide by 2050.

Quality, Health, Safety and Environment standards

Integrated Management System (IMS)

At Al Masaood Automobiles, we strive for continuous improvement in the areas of Integrated Management System (IMS) based on Quality, Health, Safety, Environment, Business Continuity, and Risk Management. Our key pillars for achieving operational excellence are to reduce the amount of material we throw away in landfills, reincorporating it as much as possible through recycling or upcycling; promote a safe work environment; mitigate risks with set resolutions in place to address them; and control business disruptions and ensure business continuity in order to guarantee customer and stakeholder satisfaction.

Our IMS standards aim to preserve and enhance the efficient use of resources, contributing to a better quality of life for all. These standards are based on indicators that assess the health and safety of employees, customers, and the environment, along with the protection of business operations and profits. The fundamental elements of QHSE and business continuity consist of the following:

- Risk assessment and management entails identifying, evaluating, and responding to risks in an effort to minimize potential losses associated with them.
- Compliance with applicable laws and regulations: Ensuring that all activities comply with health and safety regulations, environmental regulations, and industry standards.

- Employee training and education: Providing training and education to employees so they are aware of the risks associated with their jobs and how to respond appropriately.

- Emergency response plans: Developing plans to ensure the safety of staff and customers during an emergency.

Establishing quality standards and procedures to ensure that products and services satisfy customer expectations.

- Business continuity planning: the process of developing plans and procedures to ensure that a business can continue operations in the event of an emergency or natural disaster.



IMS Objectives

To help the United Arab Emirates in their sustainability goals, Al Masaood Automobiles' developed IMS objectives that are in harmony with UAE Federal Law 24 (1999) Protection of the Environment; Decision 75-4 (2012) by Emirates Authority for Standardisation & Metrology (ESMA), UAE National Emergency Crisis and Disasters Management Authority (NCEMA) AE/SCNS/NCEMA 7000:2021 Business Continuity Management System; and Occupational Safety and Health Abu Dhabi System Framework (OSHAD SF). Achieving zero fatalities, no serious Occupational Safety and Health (OSH) injuries, no illnesses or dangerous occurrences.

Achieving zero fatalities, no serious Occupational Safety and Health (OSH) injuries, no illnesses or dangerous occurrences

Provision	Our target	Responsible party
Firefighting equipment and emergency evacuation planning	100% compliance in all locations	Property Division
Calibration of measuring equipment		Technical Manager
First aid kits, Personal Protective Equipment (PPE), HSE signage, HSE materials		Operations
Medical health insurance		HR Department

Improving IMS performance

Provision	Our target	Responsible party
Safety inductions	Four times per year	QHSE Manager, Health & Safety Officer
HSE trainings		Third-party Health & Safety Officer
Emergency awareness exercises and drills	Once per year	QHSE Manager
Regular HSE inspections	100% compliance in all locations	Internal Auditor, HSE Team, Health & Safety Officer
QHSE audits		
Waste management	20% minimum of waste recycling treatment percentage per year	QHSE Manager
IT Protection Software's that prevent Cyber Attack disruptions	100% cyberattack blockage in AMA operations.	IT Department
Quality Assurance Program	Maintain of the ISO Certifications in relation to AMA Management System	QHSE Manager

Deployment of ISO Certifications

EMS Certification

Al Masaood Automobiles is Abu Dhabi's first automotive company to achieve ISO 22301:2019 Business Continuity Certification. In parallel, attained the ISO 9001:2015 Quality Certification; ISO 14001:2015 Environmental Certification; ISO 45001:2018 Health and Safety Certification and ISO 31000:2018 Risk Management Certification. The certifications were awarded by Krupa Rahul, Head of Certification - Bureau Veritas, upon meeting all of the standards' stipulated requirements.

Al Masaood Automobiles continuously endeavours to enhance shareholder value and to become the employer of choice by maintaining a safe, healthy and sustainable work environment.



DIVERT

Safely disposing of waste

We safely dispose of general waste and divert it from landfill through an Environmental Services Provider (ESP)



RECOVER

Adopting waste-to-energy

We incinerate used oil filters as a waste-to-energy measure



RECYCLE

Converting waste to new products

We use biodegradable bags
We recycle paper, plastic and cans through an ESP



REUSE

Making optimal use of products

We encourage upcycling initiatives



REDUCE

Changing the consumption patterns

We discourage the use of Styrofoam
We implement waste labelling and segregation.

Alignment with Abu Dhabi Environment Vision 2030

Environment Vision 2030 for the Emirate of Abu Dhabi has been developed to ensure integration amongst the three pillars of sustainability: economic, environmental and social. It aims to preserve and enhance Abu Dhabi's natural heritage through the efficient use of resources, helping achieve a better future for all.

Al Masood Automobiles contributes to three of the five priority areas of Abu Dhabi Environment Vision 2030.



Clean Air & Noise Pollution



Through our workshop and bodyshop

- Air monitoring
- Noise and vibration monitoring

Resources



Through our commitment to environmental standards and UAE regulations that raise environmental awareness and strengthen environmental protection.

- Waste management & recycling
- Water & electricity analysis
- Water & energy conservation
- Water testing against Legionnaires' disease
- Use of biodegradable bags

Waste Management



Through our value creation approach that optimises the flow of material

- Al Masood Automobiles' QHSE team has formulated a waste reduction action plan in collaboration with a third-party consultant
- QHSE team participation in the Group Central Waste Procedures, which set rules to manage the waste footprint of individual business units
- Our target: 20% minimum of waste recycling treatment percentage per year



Evaluation of Al Masaood Automobiles' EMS

In evaluating the deployment of Al Masaood Automobiles' Environmental Management System (EMS), several factors are taken into account. Amongst these is our adherence to relevant regulations and codes of practice. Additionally, we assess the effectiveness of measures taken to reduce our carbon footprint and limit water wastage, as well as their potential for long-term sustainability and scalability.

Al Masaood Automobiles also considers how well each strategy has been executed from an HR perspective, ensuring our personnel are adequately contributing to the process and have been sufficiently trained and supported to do so. The comprehensive evaluation of all such aspects helps us benchmark our environmental performance against the highest industry standards.

- **Vigilant monitoring, measurement and reporting of Al Masaood Automobiles' environmental performance to ensure that decisions taken are based on accurate information, allowing for continuous improvement**
- **Reduction in greenhouse emissions**
- **Conservation of energy**
- **Conservation of biodiversity, habitats and cultural heritage**

20% Minimum of Waste Recycling Treatment Percentage per Year Overachieved

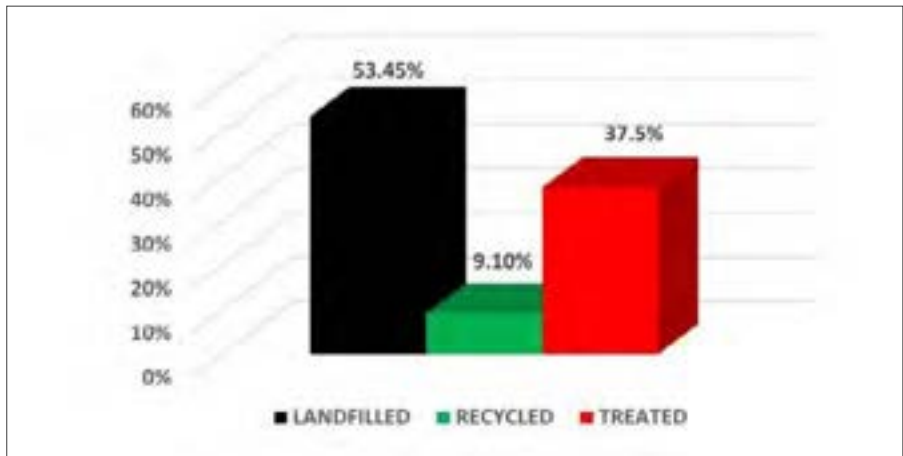
Al Masaood Automobiles met its goal of a 20% minimum of waste recycling treatment percentage per year, according to reports from independent waste consultants.

- In line with the compliance requirements of Abu Dhabi Waste Management Centre, Tadweer, it is evident that Al Masaood Automobiles has fulfilled the required minimum of waste diversion from landfill and is gen-

erating less than 250 tons of waste per year

- We continue taking steps to increase recycling percentages and maximise waste diversion from landfill
- The Center of Waste Management (CWM) at Tadweer adopts Bolisaty System, which is a unique smart system that builds an integrated waste database in the Emirate, including waste producers, ESPs as well as the treatment facilities and the final waste disposal sites

In 2022, over 68% of Al Masaood Automobiles' waste was recycled.



Waste Labelling & Segregation

Waste labelling and segregation is key to preserving our planet. Our bins make it easier for employees to effortlessly sort recyclables away from general trash, creating a clear pathway for recycling that pays dividends down the road.

When properly sorted, waste can be easily recycled. When recycled, opportunities for increased rebate are more likely. All our recyclable waste is reflected in a manifest report, increasing our percentage contribution of waste diversion from landfill. By helping protect and preserve our environment through proper sorting of waste at the source, we ensure a cleaner and greener tomorrow.

Our segregated bin usage and purpose:

- Dry waste bins for cans, plastic & paper
- Wet waste bins for kitchen & food waste

Recycling of Printing Supplies

Al Masaood Automobiles demonstrates its commitment to sustainability through the use of HP Planet Partners Return and Recycling services, enabling us to responsibly dispose of empty toner cartridges. An ESP collects all non-HP toners as well as other e-waste including those produced by Al Masaood workshop together with general waste.

Workshops on Waste Recycling

Al Masaood Automobiles conducts routine workshops to equip employees with the necessary guidance to protect them and our environment in compliance with UAE Federal Law 21 for waste management in Abu Dhabi. From correct use of spill kits, jumbo bags, understanding solid hazardous materials as per their Material Safety Data Sheets (MSDS), being mindful not to litter or create a risk of suffocation—every potential issue is tackled to ensure top-of-mind awareness amongst employees while keeping our environmental practices up to date.

Monitoring of Air Pollution

Al Masaood Automobiles is doing its part in promoting environmental health and safety by following rigorous protocols to prevent air pollution. Each paintwork area is completely isolated from the rest of the operations, with emission levels monitored carefully against regulations set forth by UAE Federal Law 24 (1999) and Abu Dhabi Occupational Safety and Health System Framework (OSHAD SF).

Al Masaood Automobiles strive for a sustainable and safe workplace environment through efforts such as substituting hazardous chemicals with water-based paint as opposed to solvent-based paint, ensuring an air filtration system in the Paint Booth, providing MSDSs for all chemicals, and organising MSDSs awareness trainings along with PPE provision. Efforts are constantly taken to recycle, reuse or dispose of chemical containers in accordance with CWM requirements, while using modern technologies such as paint absorption systems to control pollution levels. Towards our common goal of health and safety, Al Masaood Automobiles also involve employees at every stage, mandating them to sign the HSE Duty of Care.

Water Analysis

Generating periodic water analysis reports enables us to safeguard the environment, regulate pollution and appropriately utilise resources. In addition, these reports assist us in preventing Legionnaires' disease outbreaks, safeguarding our communities from serious health risks. Al Masaood



Automobiles takes responsibility for adhering to legal standards, maintaining effective protection against Legionnaires' disease. Keeping compliant with OSHAD's Code of Practices is indispensable for any successful business operation.

Our commitment to environmental protection is uncompromising. Al Masaood Automobiles strictly follows Federal Law 24 (1999) and its mandate that all public, commercial and industrial units refrain from discharging untreated water into land. Environmental stewardship also plays a critical role in any of our development projects—this law helps us ensure eco-protection, pollution control and sustainable resource utilisation during project execution.

Use of Eco-friendly & Biodegradable Bags

Plastic waste is a major contributor to global warming. Scientific studies reveal that plastic is responsible for almost 4% of total greenhouse gas emissions. Global warming occurs when carbon dioxide (CO2) and other air pollutants lurk in the atmosphere, absorbing sunlight and solar radiation that have bounced off the earth's surface. Emissions of greenhouse gases can also affect the depletion of the ozone layer through atmospheric interaction.

Al Masood Automobiles' Parts Department is aligning with the green revolution by opting for sustainable and eco-friendly packaging solutions. We use unbleached, recycled brown craft paper bags to conserve natural resources, preserve energy and reduce greenhouse gas emissions. These 100% biodegradable, compostable, reusable and recyclable bags not only provide an environmentally conscious option, they are also designed to cut costs while bearing greater weight pressures than traditional plastic options. Furthermore, this type of material presents a lower risk of suffocation amongst children or pets.

Waste-to-energy

By tapping into the vast potential of waste-based energy, Al Masood Automobiles

is harnessing our resources to effectively utilise waste-to-energy. This process transmutes discarded materials such as used oil filters into electricity or heat through thermal incineration, contributing to a more sustainable future.

Summary of Environmental Achievements

Years of dedicated sustainability measures and astute fiscal stewardship resulted in a glowing outcome for Al Masood Automobiles:

- Disposal of HP toner cartridges to HP manufacturer
- Reduced use of paper and toner
- Diversion of waste from landfill
- Reduced energy consumption
- Use of eco-friendly & biodegradable bags
- Waste-to-energy utilisation

Improvement Initiatives

Upcycling: Al Masood Automobiles is passionate about breathing new life into by-products, giving unwanted and unusable items a second chance. Our improvement mission is set to start with wooden pallets from our Parts Department, whereby we intend to partner with start-ups which can transform these items into furniture, and also provide prune and wood treatment. Putting further efforts to push forward, our used tyres will be reused too—they can become beautiful plant pots or waste bins.

Going Paperless: To combat paper waste, Al Masood Automobiles is examining new ways to use tablets and diminish the paper waste resulting from manual processes associated with inspection sheets and QHSE audit reports.

Transitioning from Paper Towels to Hand Dryers: The transition from paper towels to hand dryers offers incredible potential for improving the environment, reducing the carbon footprint associated with hand drying by up to 85% and promoting a cleaner, healthier atmosphere in washrooms. Hand dryers not only improve hygiene with superior drying efficiency that eliminates bacteria and prevents contamination, they are also more economical—costing as little as 0.02 cents of electricity per dry versus an approximate cost of 1 cent associated with each sheet of paper towel.





AL MASAOOD GROUP INDUSTRIAL

Message from Hani El Tannir, CEO, Group Industrial

Dear Stakeholders,

Grappling with both climate change and socio-economic challenges, the world has faced formidable disruptions over the past two years. Businesses of all sizes continue to be challenged to maintain growth while trying to demonstrate greater commitment to environmental conservation and social equity.

Despite the issues the world has been facing, Al Masaood Group Industrial has achieved significant growth and diversification across a myriad of industries. From power generation to marine services and modular construction, our commitment to sustainability is at the core of every operation.

Our businesses have flourished with the addition of new manufacturing initiatives that provide customers with tailored products and services. This expansion aligns with both the UAE's industrialisation policies as well as the nation's "Make it in the Emirates" initiative, allowing us to further our customer-centric mission while contributing to the betterment of our national talent pool and economy.

Our strategies to support the UAE Net Zero by 2050 take shape through innovative products and services within three core sectors: Power & Utilities, Oil & Gas, and Modular units. I am proud to say that we have been making a tangible impact through environmental solutions at every level.

In 2022, we launched SHAMS+, a smart plug-and-play solar system and charging solution. We also showcased Rolls Royce's *mtu*, a next-gen Hybrid Propulsion System Solution. Most recently, Al Masaood Power has showcased Volvo Penta's genset engines, which made a big impression with their remarkable environmental credentials; reduced emissions, energy efficiency and low fuel consumption—all while limiting noise levels.

Over the past two years, we have been focusing on innovative construction offerings including our Hybrid Modular Solutions, a rapidly growing cold-formed material used by Al Masaood Bergum to make the construction process easier and products more sustainable. Al Masaood Bergum has also been honing in on Cross Laminated Timber, the prefabricated solid wood panel produced from a highly sustainable carbon-sequestering substance. Efforts have also been geared towards Ultra-Fold Prefinished Modules, Al Masaood Bergum's foldable units designed to be built with minimal waste during the production process.

Meanwhile, Al Masaood CV&E introduced UD Trucks Croner PKE featuring an advanced active emissions control technology system.

In 2022, Al Masaood CV&E partnered with Toyo Carriers Manufacturing (TCM) to become the exclusive distributors of TCM's electric counterbalanced forklifts in the UAE, revolutionising warehouse operations across the country.

Looking ahead, our strategy will further facilitate the transition towards a more sustainable approach across our operations. With a renewed focus on providing quality offerings that follow environmental and social standards, we aim to stay both sustainable and competitive in today's ever-evolving market.

Yours truly,

Hani El Tannir



Our strategies to support the UAE Net Zero by 2050 take shape through innovative products and services within three core sectors: Power & Utilities, Oil & Gas, and Modular units. I am proud to say that we have been making a tangible impact through environmental solutions at every level.

Al Masaood Power Division

Al Masaood Power Division represents **mtu** A Rolls-Royce solution, Volvo Penta, and NIDEC Leroy-Somer in the UAE and Bahrain, providing the highest standards of aftersales services. Our applications and solutions include four main segments: Marine, Power Generation, Industrial Power and Defence Vehicles.

Rolls-Royce **mtu** solutions lead the way to sustainability



Sustainable solutions hold the key to a brighter future, paving paths of progress and prosperity. Drawing inspiration from this sentiment, **mtu**, the Power Systems Business Unit of Rolls-Royce, has worked tirelessly to transform the industry by developing high-quality, cutting-edge solutions that help accelerate sustainability and the global shift to clean energy.

Al Masaood Power is the official distributor of **mtu** solutions in the UAE and Bahrain. **mtu** A Rolls-Royce solution, is focused on creating sustainable, climate neutral solutions for drive, propulsion and power generation. The environmentally friendly technologies are making a significant contribution to energy transition globally.

Sustainable power

Preventing further global warming while ensuring prosperity, comfort, and economic wellbeing is a huge undertaking for all stakeholders. Safeguarding tomorrow's mobility and energy supplies in a carbon-neutral way will require conquering uncharted technical territory and going down new roads. Rolls-Royce is rising to this challenge with passion, exploring the use of sustainably produced fuels to power its traditional products, and investing in innovative new products such as fuel cells to achieve a carbon-neutral future. In 2050,

Rolls-Royce aims to become climate-neutral—a crucial goal they have committed to in their sustainability program [Net Zero at Power Systems](#).

Sustainable fuels and clean energy

Green hydrogen—hydrogen from carbon-neutral production sources—is key to our future. It can be used directly to power fuel cells or hydrogen engines, or as a basis for synthetic fuels such as e-methanol or e-diesel, which are produced using addi-

tional green energy.

Rolls-Royce is addressing the entire hydrogen ecosystem—from production and storage of hydrogen to downstream processing and use in fuel cells or hydrogen-fuelled combined heat and power plants.

Sustainable energy and propulsion solutions

Internal combustion engines running on fossil diesel or natural gas emit CO₂, which increases the greenhouse effect in the atmosphere. But what if the CO₂ emitted by the engines was taken out of the air beforehand? Operation of these engines would then be carbon neutral. That's why, looking to the future, Rolls-Royce is focusing on combustion engines powered by sustainable e-fuels or second-generation biofuels. In other words, when the engine runs on such fuel, the only things being released into the air are things that were previously taken out of it to make the fuel in the first place. To use the engines as efficiently as possible, the company also integrates them into complex hybrid drive systems and entire power generation networks. At the same time, Rolls-Royce is developing fuel cell solutions to produce zero-emission electricity even more efficiently.



Al Masaood Power provides eco-friendly power solutions to Khazna Data Centers

In 2022, Al Masaood Power provided sustainable power solutions to its partner Khazna Data Centers, the largest hyperscale data centre provider in the MENA region, using [an eco-friendly power generator set: 'mtu A Rolls-Royce solution Series 4000'](#). This 2000/2200-KW diesel generator set is designed to switch to a range of sustainable fuels, including hydrotreated vegetable oil (HVO) or synthetic fuels such as gas-to-liquid (GtL) in accordance with British Standard EN15940.

Al Masaood Power at mtu Power Generation Symposium Middle East

Making the transition to net-zero can seem overwhelming for organisations, but with an understanding of available energy sources and insight into achievable targets, the journey can be smooth. Discovering a roadmap that supports ambitious yet realistic goals is key in tackling emissions reduction.

In this spirit, Al Masaood Power was one of the attendees of Rolls-Royce-sponsored 'mtu Power Generation Symposium Middle East' which took place in November 2021. During the event, Al Masaood Power had the opportunity to interact with other power generation professionals, as well as share insights into net-zero targets and the future of the global energy sector. The timely event saw **mtu** provide updates on advancements in technology for power generation such as kinetic power, hydrogen power, microgrids, and other sustainable solutions.

In addition, Al Masaood Power Division participated in Dubai International Boat Show (DIBS) 2022 to showcase the next-gen **mtu** Hybrid Propulsion System Solution, which is fit for yachts, workboats, ferries, and patrol boats in a power range extending from 1,000-4,000 kilowatts per powertrain. The Division highlighted the solution amidst the growing popularity of marine technologies powered by hydrogen, which is touted as



the 'fuel of the future'. During the event, we also showcased some of our most innovative and fully integrated sustainable technologies including Volvo Penta's intuitive Electronic Vessel Control (EVC).

**VOLVO
PENTA**

Volvo Penta goes green

With a growing global demand for power generation, Volvo Penta is continuously updating its engine range to deliver higher performance with reduced emissions. At the 2022 Middle East Energy (MEE), Volvo Penta showcased its ever-evolving portfolio of genset engines.

The portfolio of new Volvo Penta power generation engines reflects the company's commitment to more eco-friendly power solutions in the local and regional markets. During the three-day show, Volvo Penta featured products that are known for

their reduced emissions, energy efficiency, low fuel consumption and low noise levels. This demonstrates the company's relentless efforts to address demands for cleaner energy and a more sustainable power supply in Abu Dhabi and the UAE.

Volvo Penta's vision is to become a world leader in sustainable power solutions. While innovating to improve performance and reduce climate impact, the company also aims to inspire others to follow suit.

Reducing fossil CO2 emissions by up to 90%

All Volvo Penta diesel engines run safely and efficiently on Hydro-treated Vegetable Oil (HVO)—a renewable, paraffinic fuel produced from either vegetable or animal sources. HVO can reduce fossil CO2 emissions by 90% and is suitable for both marine and industrial power systems.



Al Masaood Power pursues net-zero transition

Achieving net-zero has become an increasingly important and necessary goal for businesses. With its multiple benefits such as reduced environmental impact and improved carbon efficiency, this ambitious aim is one that organisations can no longer afford to ignore.

Earth Day Celebration



As we race against the clock to protect our planet, Al Masaood Power's key brands have taken small steps to progress towards a greener future:

- **Nidec Leroy-Somer introduced the LSAH 42.3**, one of its industrial alternators optimised for cogeneration applications, designed for a small natural gas generator set, and built for combined production of heat and electricity
- **mtu expanded its Microgrid Solutions**, which contributes to the decarbonisation of the world, integrates renewable energy and offers a clean and efficient energy supply



Al Masaood Power launches SHAMS+, the first UAE-built solar charging system for Electric Vehicles

Harnessing the sun's energy, solar charging systems represent innovative ways to access clean power. To embrace sustainability and eliminate our reliance on traditional electricity sources, Al Masaood Power has launched SHAMS+, a full-fledged charging solution for EVs and hybrid marine vessels. It is the first innovative solution of its kind to be fully manufactured in the UAE.

Featuring multiple-user capability, SHAMS+ provides sustainable battery charging through solar energy at the highest charging speed starting from 25 minutes. The ultra-fast charging solution will serve as a solar power system, with an extensive network of charging stations that can cater to all battery charging needs of the automotive and maritime sectors.

Offering customers convenience and efficiency, SHAMS+ operates an off-grid high power solution and offers better flexibility and easier installation in various urban and rural locations, including agricultural areas, as well as in marine ports and hubs.

Al Masaood Power showcased SHAMS+

at the Environment & Development Forum (EDF) 2022. During the event, we highlighted the significance of such innovations in decarbonising the transport sector, in line with our commitment to promote green mobility and help achieve the UAE Net Zero 2050 strategic initiative.



Al Masaood Power at the Carbon Neutrality Workshop

In line with the UAE's vision to promote sustainability, Al Masaood Power's leadership team took part in a Carbon Neutrality Workshop organised by the Bureau Veritas in 2022. The aim of the 3-day workshop was to discover latest insights into transitioning to a net-zero economy, and provide an overview of national and international agreements and initiatives pertinent to the cause.



Al Masaood Tyres, Batteries & Accessories

Al Masaood Tyres, Batteries & Accessories Division (TBA) is an authorised distributor of the complete Bridgestone Tyre range for cars, trucks, industrial, agricultural and earth mover vehicles, and Trazano Tyre range for cars across Abu Dhabi, Al Ain, and the Western Region. The Division has been awarded the Gulf Cooperation Council 'Distributor of the Year' from the Bridgestone Corporation on many occasions.

Al Masaood TBA operates several Bridgestone FirstStop outlets across Abu Dhabi, Al Ain, and the Western Region. FirstStop is Bridgestone's Tyre and Auto-Care retail chain, that was first established in Europe in 1994. The FirstStop network offers a wide range of car automotive services including oil change, shock absorbers, brakes, air conditioning, and batteries. Conveniently located across Abu Dhabi, Al Ain, and the Western Region, the FirstStop network also offers Bridgestone tyres and other competitive tyre brands in its outlets.

In partnership with Total Marketing Middle East, the Al Masaood Tyres, Batteries & Accessories Division is also the official distributor of TotalEnergies branded lubricants in Abu Dhabi, Al Ain, and the Western Region. Through its association with Total France, the Division has established a chain of "Rapid Oil Change" centres, which offer tyre change and brake replacement.

As an authorised distributor of the 3M Autocare Centre, Al Masaood TBA provides top-tier car tinting services using the latest technology and equipment to ensure optimal results at its Sea Palace branch in Abu Dhabi.

Sales and distribution are achieved through an appointed dealer network which is supported by the Division's own showrooms in Abu Dhabi, Al Ain, and Mussafah. A centralised warehousing and logistics operation ensures that products are always available to the dealers. Dealer staff training is of paramount importance and regular training programmes are conducted at the Division's training school to ensure excellence and customer satisfaction.

Bridgestone Group unites forces to achieve a lasting societal impact



The Bridgestone Group continues to work in harmony with its customers, partners and communities for the greater good. Proactively responding to society's needs, the Group has been actively engaged in initiatives that promote safety and security while providing access for all people irrespective of status or ability.

Bridgestone Group will continue to provide social and customer value through 2050 and beyond as it looks forward to its 100th anniversary in 2031. Bridgestone Essence's Mission, "Serving Society with Superior Quality" is a crucial foundation for fulfilling the Group's future vision.

Bridgestone's Sustainability Report 2020-2021 underscored its key achievements include a reduction in CO2 emissions by 31%*1 and the use of renewable energy (electricity) for approximately 11% of the



Group's global energy consumption.

As part of its Sustainability Business Framework, Bridgestone Group aims to develop a business model that generates revenue and profits sustainably. In addition, efforts are being made to achieve a circular economy and become carbon neutral across all the Group's businesses, including those involved in producing and selling, providing value during use, and renewing tires.

A tire-to-tire recycling system has been developed by Bridgestone, which involves replacing the tread on the tire and reusing the casing. The process contributes to reducing CO2 emissions and circulating resources. With its recycling business, it will create opportunities in the recirculation of tires to rubber and raw materials. Through this approach, the Group contributes to CO2 reduction at every stage of its value chain, from manufacturing to recycling.

To meet the evolving requirements for mobility and sustainability, Bridgestone will introduce and expand innovative next-generation eco-friendly products



as new premium products. Since 2010, Bridgestone's ECONOMY range has been offering environmentally friendly performance choices, helping make the world a better place for future generations in the passenger vehicle tire market.

Featuring Bridgestone ECOPIA, the ECONOMY range not only provides higher fuel efficiency and greater safety but also reduces CO2 emissions to help combat global warming without compromising on braking performance. By 2020, approximately 80% of all the Group's passenger car tires were eco-friendly products.

Moreover, the Group will further develop its revolutionary ENLITEN technology which achieves both innovative lightweight and driving performance. With ENLITEN technology, tire weight can be reduced by approximately 20% and rolling resistance can be reduced by approximately 30%^{1*}. As a result, the number of components used in tires is reduced while driving performance and tire lifetime are maintained. In this way, driving gasoline-powered vehicles reduces CO2 emissions caused by tires by about 30%.

Additionally, Bridgestone's ENLITEN technology can increase the range of an electric vehicle (EV) on a single charge, reducing environmental impact and improving sustainability. It further contributes to improved resource productivity by reducing total material weight.

The Group continues to foster trust and sustainable growth through value creation, risk mitigation, and proactive governance



practices. By anticipating social demands on the horizon, Bridgestone has solidified its commitment to being a reliable partner that society can count on.

TEMME won the second run of The Arabia CSR Awards

The 15th Cycle of the Arabia CSR Awards 2022 recognized TotalEnergies Marketing Middle East as the second runner-up in the

medium business category during Arabia CSR Network Award ceremony for its sustainability performance in the Arab region. The award honours organisations in the Arab region that display remarkable leadership and dedication to corporate responsibility and sustainability.

For years, TotalEnergies has placed the care of people, society, the environment, and sustainability at the heart of its strategy, projects, and operations to ensure we are doing all we can to keep our planet thriving and safe.



¹Comparison made using the 225/40R18 tire size.

Al Masaood Commercial Vehicles & Equipment Division

Al Masaood Commercial Vehicles & Equipment (CV&E) Division provides sales and aftersales services for an extensive range of franchises. It is the sole distributor in Abu Dhabi for UD Trucks, Renault Trucks and UniCarriers Forklifts, and in the UAE for Oshkosh Fire Trucks, and TCM forklifts together with other well-known brands of heavy equipment and ancillary products. The UD Trucks, along with the Renault Trucks, operate in the UAE capital as part of our partnership with Abu Dhabi Waste Management Centre, Tadweer.

Al Masaood is now the official distributor of electric counterbalance forklifts in the UAE



rial-handling industry, offers a high-quality portfolio of forklift products. Supplied from production facilities in Japan, China, Thailand, and Europe, TCM's product range includes electric counterbalance forklifts, which can handle a wide variety of unit loads—from pallets to boxes and stillages—all in an environmentally responsible way.

Built with the environment in mind, counterbalance forklifts now represent a way to move goods without infringing on nature's resources. Developed under careful consideration of ecological impact, they provide an innovative and sustainable solution for various lifting capacity needs.

Embracing sustainability at every aspect of business, Al Masaood CV&E has become the authorised distributor of Toyo Carriers Manufacturing (TCM) across the UAE. TCM, a well-established global brand in the mate-

Al Masaood CV&E introduces UD Trucks to elevate productivity in waste management



In 2021, UD Trucks launched Euro 5 versions of its popular Quester and Croner trucks in the region for the first time. There have been significant upgrades to



the trucks to minimise their environmental impact, increase efficiency and uptime, increase profitability, and optimise Total Cost of Ownership (TCO), all without sacrificing the benefits of the previous models.

The launch of the Euro 5 trucks coincides with the introduction of new regulations in fast-growing regional countries such as the UAE, which adopted Euro 4 emission standards in 2021, and Qatar, which has adopted Euro 5 emission standards since mid-2022.



UD Trucks' move helps businesses prepare for the transition to more environmentally friendly fleets, as their Euro 5 range reduces NOx emissions by 43% compared with Euro 4, and significantly reduces the carbon footprint of the vehicles.

During the EcoWaste Exhibition and Forum 2023 held during the World Future Energy Summit (WFES), Al Masaood CV&E rolled out the latest environmentally friendly UD Trucks, presenting new products for sustainable waste management.

The new UD Trucks Croner PKE features the latest UD Trucks 250hp Euro 5 compli-

ant engine with Selective Catalytic Reduction (SCR), an advanced active emissions control technology system. With these advanced and unique specifications, UD Trucks is leading the way to lift the productivity level in waste management from MD Trucks. The company has been awarded by Tadweer to deliver about 291 units in all sizes, including medium and heavy, in the new range. European regulators set strict standards regarding emissions with Euro 5, limiting the amount of nitrogen oxide and carbon dioxide allowed in our atmosphere.

UD Trucks' "Better Life" Strategy for people and the planet at the heart of their effort to

become the Japanese Sustainability Leader by 2025. UD Trucks launched several initiatives in 2022, including a partnership with the Arabian Ocean Rowing Team to raise awareness of plastic pollution and environmental sustainability as well as a sponsorship of Dubai Marathon for physical and mental well-being.



Al Masaood Projects & Engineering Services Division

With over 50 years of experience in the energy market, Al Masaood Projects & Engineering Services Division (PESD) has served Abu Dhabi's infrastructure and oil & gas sectors. Established as a solutions provider to the power, oil & gas, petrochemical, and industries across the UAE, Al Masaood PESD is continually collaborating with its international technology partners to usher in progress through the provision of innovative services. Al Masaood PESD also offers comprehensive aftersales support covering the lifecycle of the supplied products.

The Division has made continual contributions to the energy market of the UAE, developing projects such as Das Island LNG trains, the Gasco Ruwais gas train and the Habshan development. Al Masaood PESD has also enabled Saadiyat Island's connection with Abu Dhabi's main electrical grid—a milestone for continued progress in the nation.

Al Masaood PESD's portfolio includes global brands such as KSB, MAN Energy Solutions, and Quartzelec. Through its partnerships, the division offers customers holistic engineering services with an emphasis on sustainability.

KSB KSB Supreme Serv | KSB takes action on social responsibility

We have two ventures with KSB SE & Co. KGaA in the UAE; one as their dealer for their range of pumps, and the other a Joint Venture Service company to repair and overhaul Pumps and Valves in the region. And with all matters KSB, sustainability is more than a concept. It is an integral part of daily operations across all locations. KSB prides itself on making ecologically sound decisions and building for the future with every action it takes.

KSB recognises the vital importance of both ensuring a financial future and upholding its duty towards the environment. This commitment to responsible business practices has been woven into the company's very foundation and drives every decision it makes.

KSB and the UN Global Compact

For more than ten years, KSB has been a proud member of the United Nations Global Compact. The company is especially dedicated to helping achieve the 17 SDGs; an important milestone on its journey towards environmental stewardship.

Embracing sustainability with energy-efficient production processes

KSB strives for a sustainable manufacturing process, minimising its environmental impact. To this end, the company has implemented energy-efficient practices in production and created an eco-friendly working environment.

Protecting the environmental with in-house initiatives

Passionate about protecting the environment and enabling customers to significantly reduce their carbon emissions, KSB provides energy-efficient manufacturing products and ensures sustainable production methods.

Commitment to a better society

Striving to make the world a better place, KSB engages in more than 100 global initiatives that empower individuals and their development. By focusing on education, environmental preservation and access to clean drinking water, KSB is helping create brighter futures around the globe.

Supporting youth

KSB is committed to helping create a brighter future through a robust social engagement strategy, which places special focus on providing educational opportunities for the youth. This commitment demonstrates KSB's desire to proactively contribute to society. The company is helping the youth of today reach their true potential by empowering them with essential tools, which allow them to find a career that accurately reflects their aspirations and utilises their abilities.

Creating a safe and secure workplace

To ensure the wellbeing of all employees, KSB implements standards that surpass those set by both national and international regulations, creating a workplace where everyone can feel secure and empowered.



MAN Energy Solutions sets course for greener future



Seeing the world through a sustainability lens, MAN Energy Solutions, a partner of Al Masaood PESD for its range of compressor solutions, is actively embracing responsibilities for both people and the planet. MAN Energy Solutions strives for business success while recognising potential opportunities alongside any risks related to sustainable development. Their goal is always clear: putting customers and society at the forefront of all actions, giving concrete answers to global challenges.

Guided by the UN Global Compact, MAN Energy Solutions adheres to principles of human rights, labour standards, environmental protection and anti-corruption. The company's Code of Conduct serves as an internal compass that guides their leadership and people in meeting social responsibility goals. Additionally, a separate set of guidelines has been created for suppliers, making it mandatory for all business relationships within their supply chain to abide by what is outlined in this Code.

Harnessing the power of decarbonisation

MAN Energy Solutions' commitment to global sustainability remains unwavering. The company has set an ambitious goal of using innovative technologies and solutions to reduce carbon emissions worldwide by 10% before 2030. MAN Energy Solutions further pledged that the emission levels generated at their production sites will be reduced by 50%. These meaningful reductions in carbon dioxide output reflects the company's dedication towards making our planet safe for generations yet unborn.

Tapping into the potential of the circular economy

By cycling finite resources through regenerative systems, MAN Energy Solutions ensures those precious items remain viable for as long as possible.

Taking responsibility in the supply chain

MAN Energy Solutions' commitment to excellence extends far beyond legal requirements. The company's Integrated Management System gives them a solid foundation for setting the highest standards in quality, environmental protection and employee safety. Their production sites hold ISO 9001, ISO 14001 and ISO 45001 certifi-

cates, providing tangible evidence of the company's dedication towards creating optimal results while bettering society.

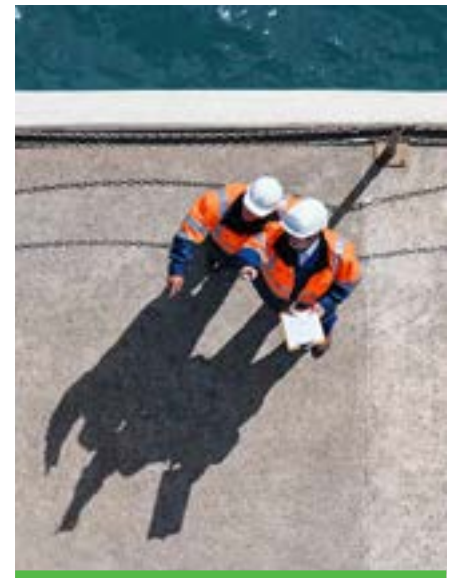
The external supply chains of MAN Energy Solutions are held to the highest standard, functioning under a stringent Code of Conduct that ensures human rights and environmental protection.

Empowering employees

MAN Energy Solutions is ambitiously pursuing the "Performance 2023" programme, which will secure the future of its talent pool and facilitate an eco-friendly transformation. As a result of this initiative, the company's Human Resources department has mobilised to involve all em-

ployees in the change process, fostering growth for individual colleagues as well as for the company itself.

To ensure continued success, MAN Energy Solutions has implemented a sweeping competency-building initiative across Germany. Working alongside the Works Council in 2021, this program has already yielded tangible results with precision measures and training opportunities established throughout 2022. Excitingly for 2023, qualification possibilities will extend to locations outside of Germany, setting the company up nicely as an organisation primed for growth.



Quartzelec Ltd embraces sustainability in electrical engineering

Quartzelec Ltd, another partner of Al Masaood PESD, remains ever mindful of the consequences their systems and strategies may have on the local communities they serve, as well as global environmental conditions. Consequently, policies have been developed to safeguard sustainability and minimise potential impact.

Quartzelec promotes the responsible use of natural resources across their UK and Global workshops with a range of measures to ensure safe and sustainable practices.

The company's commitment to the environment is a priority. Quartzelec selects and retains suppliers based on their performance and environmental sustainability, and works with customers to deliver energy-efficient, life-extending solutions which will assist in reducing their own carbon footprints.



At the company's facilities and sites of operation, an ethical commitment to ISO 14001 standards takes root. Quartzelec is continuously seeking improvement in environmental performance, minimising pollutant emissions and carbon footprint



whilst reducing waste. Their dedication is absolute in aiming to meet the highest eco standards.

Quartzelec is dedicated to an environmentally conscious approach, and their employees are encouraged to uphold these values with high standards of sustainability.

The Renewable Energy Guarantee of Origin (REGO)

Quartzelec is focused on taking advantage of renewable energy innovations and in the UK. Under Ofgem's watch, they have pledged to exclusively use electricity sources that meet their stringent GHG Protocol (2015) standards, guaranteeing a 100% zero-carbon output. A hugely positive step in helping safeguard our future.



Project Turtle

Quartzelec's 'Project Turtle' is a unique initiative to proactively contribute towards safeguarding both our health and that of the oceans by reducing global dependence on plastics. With this initiative, Quartzelec is resolved to make a difference.

The company is passionate about driving sustainability forward, believing in the power of collective action to reduce environmental impact. Therefore, they are taking steps towards limiting single-use plastic usage and exploring ways to replace plastics wherever feasible, while encouraging recycling practices throughout all areas of business operations.

Plastic pollution is a growing problem that has only recently captured public and political attention. Scientists have long been aware of the detrimental effects plastics can have on our environment, but it was not until recent years when awareness began to transform into action against this destructive practice.

Our planet and its inhabitants have been put at severe risk due to the pervasive presence of plastic, from choking our oceans with non-biodegradable garbage to leaching hazardous chemicals like bisphenol A (BPA) and phthalates into drinking water. We are only now learning how devastating these effects can be—a sobering reminder that it is our collective responsibility as global citizens to look after not just ourselves, but also this fragile world we all share.



Al Masaood Bergum

Al Masaood Bergum has been in operation since 1978, delivering high-quality Modular and Prefabricated Building Solutions while maintaining a record for providing effective, quality building solutions. Over the years, Al Masaood Bergum has grown into one of the largest commercial organisations in the UAE.

Al Masaood Bergum Transitions to Sustainable Modular Construction

Over the past two years, Al Masaood Bergum has transitioned from traditional contracting to sustainable modular building solutions. Modular building solutions are the way of the future, enabling Al Masaood Bergum to be more sustainable and conscious of its environmental footprint. Construction methodologies in the region have seen a surge in demand for various applications, and speed is the ultimate driver of these modern and disruptive construction methods.

Unlike conventional cement, the modular building solutions are made from cement fiber, a mixture of Portland cement, fly ash, water and wood pulp, promoting sustainable living due to the limited labour requirement for installation on site.

Al Masaood Bergum introduces technologies to build with minimal carbon footprint and labour cost

Al Masaood Bergum has introduced several innovative construction solutions to foster sustainable practices in line with the UAE's Net Zero ambitions by 2050 and Saudi Vision 2030. Some of our latest construction solutions include Cross Laminated Timber (CLT), Hybrid Modular Build-

ing Systems (HMBS), and Ultra-Fold Prefinished Modules. These technologies reduce the amount of labour needed on site.

Cross Laminated Timber

CLT is a prefabricated solid wood panel made of highly sustainable carbon-sequestering material. It offers excellent fire-resistance capabilities, thermal and acoustic properties, robust structural capabilities, as well as the ability to reduce construction schedules by 40% and make better use of manpower by 30%.



Hybrid Modular Building Systems

This building solution, which is used in the construction of temporary residential and commercial buildings, is recyclable, quick to install, simple to transport, and requires minimal on-site labour. The unique feature of HMBS' re-deployable components offers an added value of re-configuring modular layouts to suit various applications.



Ultra-Fold Prefinished Modules

Engineered to German standards, Bergum's Ultra-Fold Prefinished Modules use cement fiber, a carbon offsetting product that is bio-degradable and low in emissions. These easy to transport and quick to install modules promote sustainable living. Al Masaood Bergum's prefinished modules are ideal for construction in villages and workforce accommodations in the oil & gas, defence, and construction sectors.

These solutions are in line with the directives of the UAE Federal and Local Governments to establish a sustainable economy. Al Masaood Bergum upholds these legislations, which have created commendable contributions in the field of energy efficiency, renewable energy, indoor air quality, and sustainable construction building materials.

Al Masaood Bergum named Modular Solution Provider of the Year for 2022

In tribute to its environmentally conscious work, Al Masaood Bergum was named the Modular Solution Provider of the Year at the Construction Innovation Awards 2022. In a ceremony hosted by Construction Busi-



ness News, Al Masaood Bergum was recognised for its innovative solutions in the 3D volumetric modular building industry and CLT offering.

Through impressive applications and superior innovation, Al Masaood Bergum is proving to be a game-changer in the region, reducing the time cost of construction while producing less waste.

Al Masaood Bergum Showcases 3D Volumetric Modular Building Solutions

Taking part in the Middle East Manufacturing & Technology Expo 2022, Al Masaood Bergum highlighted the significance of innovative 3D volumetric modular building solutions—including usage of recyclable

materials—to foster sustainable construction practices.

During the Expo, Al Masaood Bergum provided insights into sustainable construction and underscored the necessity of following 'Muda' as a guideline—not only in the manufacturing sector but also for general construction. Muda, a Japanese word that means wastefulness, is a well-known concept in the context of lean manufacturing, which aims to eliminate non-value adding steps during the production process.



ARB Emirates

ARB Emirates, which operates under the umbrella of Al Masaood Group, and is the leading market brand in four-wheel-drive accessories and outdoor gear. ARB Emirates LLC is the exclusive distributor of ARB 4x4 products in the UAE since 1990 with 2 retail locations in Abu Dhabi and Dubai.

ARB is Australia's largest manufacturer and distributor of 4x4 accessories. With more than 40 years of design ingenuity, manufacturing excellence and market leadership ARB offers a range of options to customise a vehicle to suit individual requirements.

ARB's products include air lockers, air compressors, protection equipment, suspensions, roof racks and roof bars, snorkels, recovery equipment, lights, tow bars, canopies, fuel/water tanks and a host of camping accessories. The company also offers general accessories such as branded apparel, in-car fridges and freezers.

Introducing ARB (REDARC) Solar Systems A Green Camping and Touring Solution

In an effort to protect the environment, ARB has introduced REDARC solar systems that are more sustainable for camping and touring. Their reliable and independent power supply makes them an ideal accompaniment to camping accessories, such as refrigerators, lights, and power tools. The solar systems offered by ARB (REDARC) are also a great way of reducing your reliance on fossil fuels by allowing you to generate power using solar energy, making them a much eco-friendlier option. In addition to being easy to install and maintain, ARB

(REDARC)'s solar systems offer reliable and sustainable power sources and help reduce your carbon footprint.

ARB (REDARC) dual battery solar systems offer a number of benefits, including:

- Reliability: ARB (REDARC) solar systems are reliable sources of power, even in remote areas.
- Independence: ARB (REDARC) solar systems are independent of the grid, giving you more freedom to explore.
- Sustainability: ARB (REDARC) solar systems are environmentally friendly alternatives to traditional power sources.
- Cost-effectiveness: ARB (REDARC) solar systems can save you money on fuel

and electricity costs.

Supporting Sustainability through the Community Morning Drive

Sustainability is a core principle of ARB Emirates' commitment to the environment. Among its efforts, the company organized a community morning drive to clean the desert and promote environmental sustainability. A group of off roaders came together to collect trash and debris during the drive. As part of our efforts to preserve the environment, ARB Emirates will continue to encourage sustainable practices at future events. We invite everyone to take part in this effort.



ARB Empowers the Community with a Safety and Recovery Equipment Governance Event

As part of the event, participants gained the knowledge and skills needed to safely navigate challenging terrain and recover their vehicles in an emergency. As an organisation dedicated to promoting responsible off-roading practices, ARB strives to empower individuals to make informed decisions that protect the environment and prioritize safety.

ARB Emirates' Commitment to Social Responsibility: Raising Awareness About Breast Cancer in the UAE's Off-Road Community

Health awareness is one of ARB Emirates' commitments to social responsibility. As part of its outreach efforts in 2021, the

company organized a variety of activities and events to raise awareness about breast cancer among the off-road and overland communities in the UAE. As a result of its efforts, ARB Emirates is pleased to have played a role in promoting women's health and encouraging them to seek medical attention when necessary. It is ARB Emirates' intention to continue supporting such important initiatives in the future.

In 2021, ARB Emirates proudly sponsored Jeep Nation's Movember campaign. Men's health issues were brought to light at the event held in Al Qudra near Love Lake. To celebrate Movember, Jeep Nation members participated in fun and games while also creating mustaches. As a sponsor, ARB Emirates was delighted to participate in a successful event.

ARB Emirates' Commitment to Community Health: Supporting Men's Health Awareness through Jeep Nation's Movember Campaign





AL MASAOOD PROPERTY DIVISION

Message from Richard Foulds, CEO of Group Property

Dear Stakeholders,

As the property management landscape evolves, businesses have a vital role to play in supporting our planet's wellbeing. Through the wise utilisation of resources such as water and energy, as well as proper management of emissions and waste, we can protect the environment while minimising operational cost. By investing in sustainable practices, we not only fulfil our ethical responsibility today, but also create an opportunity for greater commercial success tomorrow.

Al Masood Property Division is committed to safeguarding the environment, ensuring that sustainability is at the forefront of our property management. We are particularly proud to be associated with landmarks such as Al Masood Tower in Abu Dhabi. Our company is dedicated to mindful stewardship of natural resources, both at our commercial and residential properties.

Al Masood Property strives towards a greener future by making comprehensive improvements, to create a healthier and more environmentally conscious business model. We have thoroughly evaluated our assets for cost savings opportunities while making green contributions such as reducing energy consumption, using eco-friendly material, and cutting carbon emissions. These efforts are part of our dedicated mission to ensure that we build reliable, sustainable infrastructure for tenants and our own people.

Our sustainability efforts include using preventative maintenance practices to reduce energy consumption, replacing high energy consuming bulbs with LED alternatives, identifying and addressing leaks to reduce water usage, deploying a new fleet of vehicles to decrease carbon emissions, rolling out bulk procurement to cut down on delivery movements, as well as training staff on efficient work practices, recycling procedures and waste management practices.

Al Masood Property has made strides in green asset management. We believe in investing in renewable resources and adopting sustainable practices that are beneficial for both the environment and our operations. By reducing emissions, conserving energy, and sourcing materials responsibly, we are taking meaningful steps towards a more earth-friendly future.

Thank you,

Richard Foulds



Our sustainability efforts include using preventative maintenance practices to reduce energy consumption, replacing high energy consuming bulbs with LED alternatives, identifying and addressing leaks to reduce water usage, deploying a new fleet of vehicles to decrease carbon emissions, rolling out bulk procurement to cut down on delivery movements, as well as training staff on efficient work practices, recycling procedures and waste management practices.

Al Masood Property Division

Al Masood Property Division manages the extensive real estate interests of Al Masood Group, and undertakes major developments throughout the UAE and other parts of the world. The portfolio consists of commercial and residential property, with the prestigious Al Masood Tower being its flagship. The tower is situated in the business district of Abu Dhabi and accommodates a number of embassies, as well as the regional offices of many internationally known corporations. Al Masood Property Division is continually developing sites to meet the future demands of the region and the requirements of the commercial operations of the various Al Masood Group companies.

Years of progress in property development and management

Over the past few years, Al Masood Property Division has developed many high-quality assets to serve our growing business needs and provide best-in-class accommodation for our external tenants. Since 2021, we have been assessing areas for improvement, seeking to lower the operational cost of asset maintenance and finding ways in which we can support a greener future for both our business operations and tenants. Al Masood Property continues propelling these initiatives forward, with a greater focus on reducing energy consumption, using eco-friendly materials, and decreasing our carbon footprint.

Efficient maintenance practices

As part of our preventative maintenance strategies, Al Masood Property identified ways to reduce the maintenance times spent onsite, further lowering the energy consumption of our assets. This encompasses both the reactive and preventive maintenance roles we cover. By constantly monitoring our systems and making sure they are in the best condition of operational performance, the amount of energy consumed is being constantly reduced. Simple measures we take—such as cleaning filters to improve cooling efficiencies—result in lowering the pressure on fans, adding up to significant reductions in our energy consumption.

Conversion to energy efficient lighting

One of the largest projects that Al Masood Property undertook from 2019 to 2022 was the conversion from high-energy consum-

ing fluorescent tubes and incandescent bulbs to LED bulbs and fittings. This initiative led to a direct reduction in the day-to-day consumption of electricity across all our assets, and lengthened the lifecycle of our lighting systems. With the addition of sensors in various locations, our lighting systems were made semi-automatic, further reducing the power usage.

Clean water and sanitation

Our preventative maintenance services continue to reduce the number of leaks across the portfolio, reducing the amount of water consumed. The use of more efficient pipe runs with design changes implemented in 2021 has been impacting the quantities of water used by all our tenants. Al Masood Property conducts regular inspections that help us enhance the quality and sustainability aspects of our water tanks, pipelines,

water pumps and pressure levels across our assets.

Fleet revamp to reduce fuel consumption and curb pollution

With the reduction of reactionary maintenance requests, Al Masood Property continues to decrease the time our teams are on the road between sites, thus lowering our carbon footprint. A new fleet of vehicles in 2021 also aided us in reducing our carbon footprint and replacing diesel vehicles with smaller engine and lower emission petrol vehicles. Our staff have been trained to manage all types of maintenance works as a single team, further reducing the need for other specialists to attend to certain problems, thereby cutting Al Masood Property's carbon footprint even further.

Efficient procurement practices

Through an updated procurement process introduced in 2022, our teams can now obtain all parts and materials in bulk, reducing the number of deliveries and movements between buildings.



Working together

By investing time and resources in the development of our team members, Al Masood Property has been able to improve their skillsets and educate them on efficient work practices, recycling procedures and waste management. These efforts have further increased efficiencies and reduced time needed on site for repairs.

Portfolio-wide, energy saving project

With the support of external consultants, Al Masood is currently assessing additional ways to reduce our power usage through solar, wind, thermal and other sustainable methods of power generation. In 2023, we will be installing several systems and assess their performance across our asset classes. The analysis and findings will inform our strategy to spur a portfolio-wide improvement and obtain the latest technology to achieve our goals sustainably.

For instance, solar systems located on the roofs, parking structure shades and facades of our premises are expected to further reduce our consumption of energy. Solar thermal heating of centralised water

heaters for some of our residential and hotel operations are also being installed this year. With the replacement of our older chillers with more modern, smaller and low-energy systems, we will be able to further reduce our power consumption.

Optimisation of utilities' usage to reduce energy wastage

Through our property management team, we have reduced the vacant space across the portfolio to below 8%. This brings greater efficiencies for the use of common utilities that run at a standard pace regardless of the number of tenants at any given time. Common systems such as chillers are now working at optimal levels with minimal energy wastage.





AL MASAOOD CORPORATE SOCIAL RESPONSIBILITY

Message from Ahmed Salmeen, Chief Executive Government Affairs

Dear Stakeholders,

At Al Masaoood, we are deeply committed to fostering a sustainable future in line with the UAE's philanthropic spirit and the vision of its leadership. Our mission is to work hand-in-hand with communities, providing unique opportunities that empower individuals to achieve their aspirations while contributing to a brighter tomorrow.

Our CSR strategy encompasses five key pillars: Education, Sports & Youth, Community, Philanthropy, and Emiratisation. By focusing on these areas, we aim to make a lasting impact on the UAE and beyond.

We believe that education is the cornerstone of growth and development. As such, we strive to unlock limitless possibilities by supporting educational initiatives and institutions. For instance, our partnership with New York University Abu Dhabi provides the brightest students with well-deserved scholarships, demonstrating our dedication to nurturing future generations.

Recognising the importance of an active and balanced lifestyle, Al Masaoood has forged a strong alliance with the Abu Dhabi Sports Council (ADSC). Together, we sponsor major sporting events in the capital, promoting Abu Dhabi as a leading international sports hub. Our commitment to empowering the youth and inspiring communities to embrace healthy living is unwavering.

We take great pride in fuelling innovative philanthropic projects and collaborating with organisations across our diverse region. By working collectively with partners such as the Crown Prince Court and Abu Dhabi Police, we contribute to the safety and sustainability of our communities, ensuring progress in a positive direction.

Our goal is to alleviate poverty and improve lives through strategic partnerships with local and global charities and philanthropic endeavours. By joining forces with organisations such as the Emirates Red Crescent, we are able to extend our reach and make a tangible difference in the lives of those who need it most.

At Al Masaoood, we are dedicated to nurturing national talent and driving the economic and human capital growth of the UAE. By supporting government initiatives such as Sandoq Al Watan and offering various training programmes for Emiratis, we create exciting career opportunities that contribute to the nation's prosperity.

Our unwavering commitment to giving back and making a difference in the UAE reflects our deep-rooted dedication to building a sustainable future for all. Through its CSR efforts, Al Masaoood aims to be a catalyst for positive change, forging a brighter tomorrow for our communities and beyond.

Warm regards and best wishes,

Ahmed Salmeen



Our goal is to alleviate poverty and improve lives through strategic partnerships with local and global charities and philanthropic endeavours. By joining forces with organisations such as the Emirates Red Crescent, we are able to extend our reach and make a tangible difference in the lives of those who need it most.

Corporate Social Responsibility

Al Masaood is dedicated to exemplifying responsible growth and diversification, as well as recognising the unique needs of its stakeholders. Embracing our privileged position within an affluent economy, we also work closely with communities to provide unique opportunities that can help members of society realise individual aspirations.

Our commitment to the local community is unwavering. Not only does Al Masaood generate economic stability and employment opportunities, we also support social and philanthropic organisations, sports teams and charitable causes through funding and a manpower of avid volunteers.

Al Masaood is committed to giving back and making a difference in the UAE. Each year, we donate towards initiatives that are in line with our values, from elevating Abu Dhabi-based charities to supporting regional organisations with limited government aid and small-scale charities that lack significant financial resources. This commitment highlights Al Masaood's drive to advance key social causes for the betterment of our communities.

Our CSR efforts focus on five core areas: Education, Sports & Youth, Community, Philanthropy and Emiratization.

Education Unlocking boundless possibilities through education

New York University Abu Dhabi Student Scholarship

Al Masaood Scholarship supports the dreams of ambitious students across the Middle East by providing a tuition-assistance scholarship for four years at New York University Abu Dhabi (NYUAD). This merit-based opportunity empowers outstanding

individuals financially, with the possibility of internships during studies, creating an extraordinary platform that enables young minds to reach their full potential.

NYUAD, a world-renowned institution funded and backed by the UAE Government, stands at the forefront of academic excellence. Producing excellent alumni over its 12-year history, the university has been recognised for 14 distinguished Rhodes Scholars Awards amongst many other international accolades.

Illuminating the road ahead for youth:



جامعة نيويورك ابوظبي
NYU ABU DHABI



Sports & Youth

Al Masaood continues to foster a competitive new generation that is sports savvy and health conscious, both physically and mentally. We do so by integrating sports as a way of life in the UAE. In line with the vision of this nation, Al Masaood works towards building strong and lasting relationships with the local sports communities to help make Abu Dhabi a world-class venue for international sporting events.

Al Masaood recognises the role of sports in enhancing the lives of the UAE's young and upcoming generations. Sports has a profound impact not only on building long-lasting community relations, but also on raising healthy and fit generations—given such activities are properly integrated into their lives. Our partnership with Al Jazira Football Club is a milestone in Al Masaood's strategic efforts to contribute to Abu Dhabi's bid to become a world-class hub for international sporting events.

Abu Dhabi Sports Council Partnership

Al Masaood has forged a partnership with Abu Dhabi Sports Council (ADSC) to sponsor major sporting events in the capital. The partnership is in line with our ongoing efforts to empower youth and inspire communities to lead an active, balanced lifestyle. Such events highlight our dedication to promoting the emirate of Abu Dhabi as a prominent international sporting hub.

Al Masaood's partnership with ADSC is an integral pillar of our CSR strategy, advocating for youth engagement while delivering value back into the community. This lasting alliance continues to foster growth within Abu Dhabi's international sports scene, reinforcing the capital's status amongst the leading global centres for competitive athletic activity.

Al Jazira Football Club Abu Dhabi

Building on its continuous support towards youth and sports, Al Masaood is the Official Automotive Partner of Al Jazira Football Club, one of the UAE's most prominent soccer clubs. Through this partnership, Al Masaood and Nissan adorn the jerseys of the club's first team players till 2023.

Through this partnership, we reach out to the youth of Abu Dhabi in the most personal and creative ways. Being the world's most popular sport, football holds a special place in Nissan's heart and reflects the brand's legacy of strategic partnerships with several major global competitions such as the UEFA Champions League.

In 2021 and following their Champions title win of the third Arabian Gulf League, Al

Jazira Football Club's 'Pride of Abu Dhabi' Trophy made its way to Al Masaood's Head Office.

Abu Dhabi World Professional Jiu Jitsu Championship

For the fifth consecutive year, Al Masaood Group has sponsored the Abu Dhabi World Professional Jiu-Jitsu Championship, an iconic world-class event that takes place at the Jiu-Jitsu Arena in Zayed Sports City. The 2022 championship welcomed over 2,000 athletes from all over the world.

Al Masaood's role in the competition reflects our continuous commitment of giving back to the youth and community in alignment with the vision of the nation. As the championship's gold partner, we aim to build solid and lasting relationships with the local sports communities and promote sports as a way of life. Al Masaood also aspires to make Abu Dhabi a world-class venue for major international sporting events.

With Jiu Jitsu's 2022 season coming to an end, Al Masaood received a plaque of recognition in acknowledgement of the support that the Group has extended to the UAE Jiu Jitsu Federation (UAEJFF) over the years.



Dalma Traditional Sailing Festival

Al Masaood has signed a strategic agreement with Abu Dhabi Marine Sports Club to support the fourth and fifth historic Dalma Sailing Festivals' 60-foot Dhow race as 'Automotive Sponsor'. The event was held under the patronage of HH Sheikh Hamdan bin Zayed Al Nahyan, Ruler's Representative in Al Dhafra Region, on the historic island of Dalma. With a firm dedication to upholding traditional sports in Abu Dhabi, Al Masaood has been honoured to be part of the sailing event.

As a sponsor, Al Masaood provided three brand new Nissan vehicles as top prizes at the 60-foot dhow race. The first and second winners drove home the Nissan Safari while the third winner received the Patrol SUV.

Liwa Tal Moreeb Festival

Al Masaood also participated in the Liwa Tal Moreeb Festival 2021 as the official sponsor. The festival celebrates Abu Dhabi's cultural vibrancy and is one of the Middle East's most anticipated motoring events. It is recognised as a unique gathering for those passionate about motor and bike racing, camping, adventures, dune bashing, and more.

During the two-week-long celebration of competitions and activities such as bike

riding and camping in the Moreeb Dune desert, Al Masaood showcased its Nissan Patrol, one of the most beloved vehicles in the region. With a proud legacy of dominating every terrain, the Nissan Patrol is a capable basher perfectly suited for the desert festival.

Al Masaood Community Cycling Challenge

Sport breathes life and energy into our everyday routines. Motivated by this same energy, Al Masaood in collaboration with ADSC, organised a community cycling challenge at Al Hudayriyat in September 2022.

Al Masaood Community Cycling Challenge featured a 10 km, 30 km, and 60 km race for the entire family including kids. The event aimed at instilling a healthy lifestyle in the fast-paced lives of people. Yasi Cycling Team, which is sponsored by Al Masaood Group, won the race by securing first and second places.

Manchester Thunder Women's Netball Team

We work tirelessly to champion the cause of female empowerment through sports, providing access for all women to engage in sporting activities. In this optimistic spirit, Al Masaood has partnered with the Manchester Thunder Women's Netball Team as an exclusive Automotive Sponsor. A six-time Netball Performance League

Champion in the UK, the team is setting up their own Netball Academy in the UAE. The Academy will offer both social and elite coaching to talented youngsters with the aim to increase female participation in the sport.

This partnership is a steadfast demonstration of our commitment to women in all areas as we seek to foster gender equality. It reflects our dedication towards encouraging sports as part of everyday life within the UAE, helping raise future generations that are equipped with both sporting knowledge and health awareness.

UAE Winter Sports Federation

In further alignment with our approach to supporting the sports industry in the UAE, Al Masaood Group has signed an agreement with the UAE Winter Sports Federation to back the National Women's Ice Hockey Team as its Gold Sponsor.

Ice sporting events in the UAE have become increasingly popular as the nation boasts over five ice rinks, a championship-winning national team and more than 800 registered players including 80 women. As the sport grew in the Gulf, the UAE national team has become a prime regional player, winning the Arab Cup, the IIHF Challenge Cup of Asia, and the Gulf Ice Hockey Championships.



Fatima Bint Mubarak Ladies Run

Celebrating female strength and resilience, Al Masaoood has been named by ADSC as the official sponsor of the third Fatima Bint Mubarak Ladies Run organised by Fatima Bint Mubarak Ladies Sports Academy. This sponsorship reflects Al Masaoood's efforts to advance Abu Dhabi's sporting industry and promote health across local communities, helping enhance the lives of citizens and residents, especially women and youth.

The ladies-only run took place at Al Ain Zoo during January 2022, featuring 3km, 5km, and 10km laps through the winding paths of the World Desert area and on to the African habitat. All runs started and finished at the 321 Sports Complex in Al Ain.

Spartan World Championship in Abu Dhabi

Al Masaoood sponsored the Spartan World Championship, which was held at Al Wathba desert in Abu Dhabi in December 2022.

By supporting such events as part of Al Masaoood Automobiles – Nissan's partnership with ADSC, Nissan Abu Dhabi is working towards empowering the youth and inspiring communities to lead healthier lives.

World Triathlon Championships Finals, and Bike Abu Dhabi Gran Fondo

In keeping with our ongoing initiatives to empower young people and motivate communities to live more active lives in Abu Dhabi, Al Masaoood has supported two major sporting events; the World Triathlon Championships Finals, and the

Bike Abu Dhabi Gran Fondo, as part of Al Masaoood's partnership with ADSC.

UCI Mountain Bike Eliminator World Cup

Stemming from our social and national responsibility to support sports in Abu Dhabi, Nissan, Al Masaoood joined the action-packed UCI MTB Eliminator World Cup 2022 as an exclusive Mobility Partner.

Held for the first time in the Middle East, the UCI World championship saw the participation of the best mountain bikers from around the globe in one of the most exciting race series at the Wolfi's iconic location on Al Hdayriyat Island.

Al Dhafra Festival

By celebrating Emirati culture and traditions, we can embrace the past and look forward to a brighter future. In view of this notion, Al Masaoood has extended its support to Al Dhafra Festival in Abu Dhabi as the event's official sponsor. The 2021 edition of the festival enabled the company to

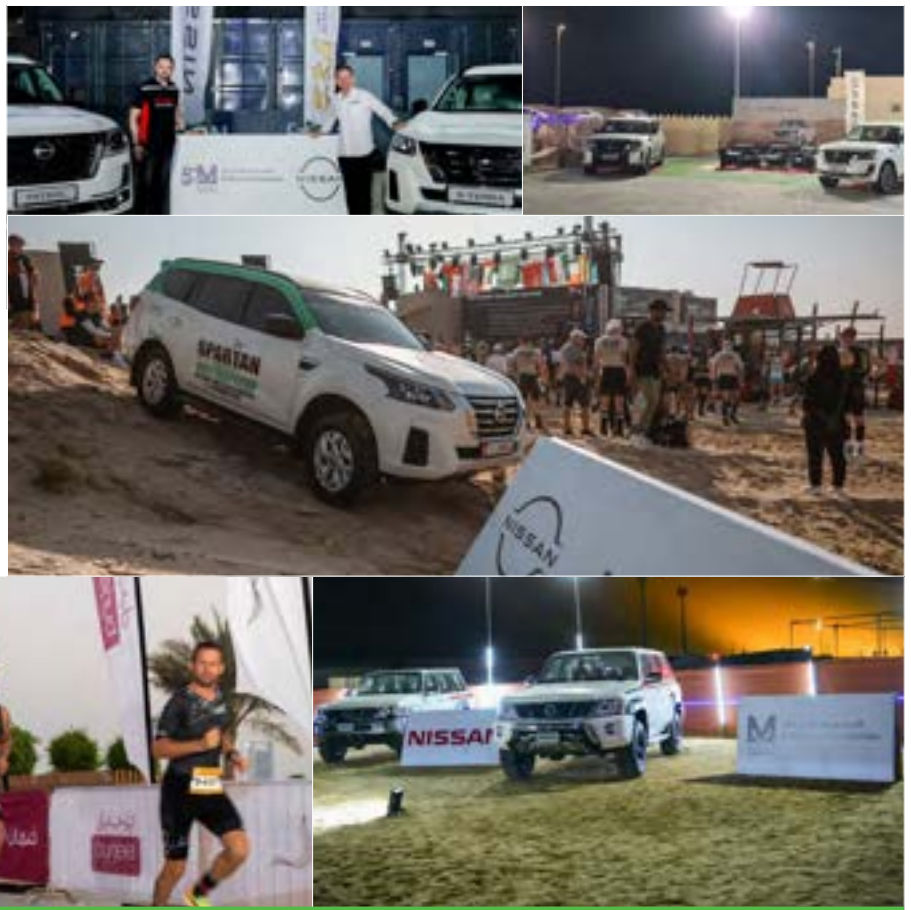
showcase the country's cultural vibrancy and rich Bedouin heritage.

To celebrate the iconic festival, Al Masaoood provided two Nissan Safaris. Our aim is to support the festival's success and bring to the fore true Emirati heritage.

HH Sheikh Mansoor Bin Zayed Al Nahyan's Racing Festival

Al Masaoood has renewed its sponsorship of HH Sheikh Mansoor Bin Zayed Al Nahyan's Racing Festival for the fifth consecutive year. The sponsorship demonstrates a fundamental dedication to enhancing the sports communities in the UAE.

To celebrate the iconic racing festival, Al Masaoood Automobiles has rewarded 15 lucky raffle drawers with brand-new Nissan Sunnys. Our involvement in the prestigious championship is testament to our commitment towards youth and society, as we strive for excellence that will propel us closer to achieving the nation's goals.



Community

Uniting for a brighter future

Our commitment to the community is steadfast. We are honoured to fuel pioneering philanthropic projects and collaborate with organisations across our vibrant region, helping us all move forward together in a positive direction. Ultimately, we strive for nothing less than society's collective success.

Crown Prince Court

Al Masood has joined premier organisations in the UAE such as Etihad, Mubadala and Masdar in support of the government-led Reach Campaign. Together, we are helping shape a better future for our country by raising funds and spreading awareness about a noble cause.

The Reach Campaign, in partnership with the Red Crescent, has worked to put an end to river blindness. By doing so, the campaign is courageously freeing 200 million people from this preventable illness and helping them build futures free of disease.

Road Safety

As a leading player in Abu Dhabi's automotive sector, we have taken this initiative as a natural extension of our business to help address some of the day-to-day road safety challenges facing drivers in the Emirates. Under this initiative, Al Masood's Tyres, Batteries & Accessories (TBA) Division

has rolled out a 'Tyre Safety Awareness Campaign' in Abu Dhabi, initially in collaboration with Abu Dhabi Police and later extended to other government institutions. The campaign consists of free tyre inspections and employee training delivered by Al Masood's certified technical team and service advisors. In addition, TBA offers discounted rates for tyres and services across specified ADNOC service stations and AutoServe outlets in Abu Dhabi.

Al Masood TBA has continued its drive for safety on the roads by partnering once again with Bridgestone and Road Safety UAE, and the Integrated Transport Centre (ITC), Abu Dhabi. As part of this campaign, Al Masood TBA's technical team was present at the ITC Mussafah Weigh in Motion Station. The team inspected truck tyres and offered their technical advice to educate trucks drivers while giving them road safety tips. As part of this initiative, our team checked over 440 truck tyres.

Abu Dhabi Police's 'Safe Traffic Summer' Campaign

Al Masood TBA has joined Abu Dhabi Police's 'Safe Traffic Summer' campaign for the third year in a row to help promote road safety and reduce the risk of a vehicular accident in Abu Dhabi during the hot season.

Abu Dhabi Police's initiative urges car and truck owners and drivers in the emirate to have their tyres checked, ensure tyres are undamaged and safe to use.

Al Masood Automobiles launches vocational training programme for residents of Al Wathba Correction Establishment

Al Masood Automobiles has launched a vocational training programme in partnership with the National Counselling Centre. Through the programme, Al Masood Automobiles provided residents of Al Wathba General Directorate of Punitive and Correctional Establishment in Abu Dhabi with training on automotive maintenance.

The programme levels were classified as basic and advanced, helping enhance and encourage trainees to acquire skills that facilitate their integration into society. The training has been facilitated inside Al Wathba premises where a mini workshop equipped with a car, vehicle lifts, along with advanced automotive tools and equipment has been set up. Upon completion of the programme, each of the trainees received a certificate from Al Masood Automobiles.

As a leading automotive player in Abu Dhabi, Al Masood Automobiles recognises and supports the needs of the communities it serves. Cultivating and fostering individual talents creates a ripple effect of enrichment for all.

Building bridges for social progress: Our CSR partners



Philanthropy

Reducing poverty and improving lives

Emirates Red Crescent's Campaign 'Ramadan: Continued Giving'

Embracing CSR remains a priority for our organisation, and we are continually seeking to make an impact that extends beyond our business borders. In 2022, Al Masaoood Group joined hands with the Emirates Red Crescent (ERC) campaign, '[Ramadan: Continued Giving](#)' as one of the campaign's sponsors. This initiative reaffirms Al Masaoood's continued commitment to prioritising the group's CSR efforts by empowering various charitable causes.

In continuous support of ERC's campaign, our team leaders and employees participated in the 'Break the Fast' initiative 2021 in which they helped distribute iftar meals to the Abu Dhabi public. The volunteering initiative was well received by employees across the group, where Government Affairs received over 100 applicants. Through the partnership, Al Masaoood offered Ramadan Mir, Zakat al-Fitr, Ramadan Iftar, Eid clothes, and Ramadan food supplies to the less fortunate. In 2021, ERC helped over 2.1 million people in the UAE and the region through this wide-reaching initiative.

Our joint efforts with ERC dates back to November 2021 when we signed a humanitarian and social cooperation agreement with the international aid organisation. The agreement's provisions define a cooperation and coordination framework between both parties, helping reinforce the UAE Social Responsibility Strategy and serving humanitarian causes through ERC's local and international initiatives.

ferred two internships for MCF students to train as a pre-requisite for their university scholarship applications.

MCF is a non-profit organisation founded by Maria Conceicao in the UAE. The foundation has been effectively breaking the cycle of inter-generational poverty in Dhaka, Bangladesh through education. Students are flown into the UAE to receive an education and a range of internships.

Emirates Association for the Visually Impaired

Al Masaoood has been an avid supporter of the Emirates Association for the Visually Impaired, making a meaningful and impactful difference in the lives of many.

The Emirates Association for the Visually Impaired is tasked with helping the visually impaired read, write and find jobs.

Médecins Sans Frontières

Al Masaoood has been supporting Médecins Sans Frontières (MSF), or Doctors Without Borders, in their selfless mission, wholeheartedly contributing towards a cause that contributes so meaningfully to global health.

MSF is one of the world's leading independent organisations for medical humanitarian aid, giving quality medical care to people caught in crisis regardless of race, religion, or political affiliation. Every day, more than 30,000 MSF field staff across 74 countries provide assistance to people whose survival is threatened by violence, neglect or catastrophe, primarily due to armed conflict, epidemics, malnutrition, exclusion from healthcare or natural disasters.

Maria Cristina Foundation

Al Masaoood has provided financial aid to the Maria Cristina Foundation (MCF) in support of its endeavours to combat poverty and provide educational opportunities for orphaned children. We have has of-



Rashid Center for People of Determination

Al Masood has also supported the Rashid Centre for People of Determination, offering both financial and in-kind donations. We are honoured to be part of developing an equitable community in which everyone can blossom and fulfil their aspirations.

Rashid Center for People of Determination is an educational institution that aims to support youth with special needs in the UAE.

Al Tareq Centre for Rehabilitation & Autism Center

Al Masood has made donations to Al Tareq Centre for Rehabilitation & Autism Centre in support of the Goodness Ambassador package in the Center's Electronic Assessment Campaign, which is part of the Center's celebration of Sheikh Zayed

Humanitarian Day.

Al Tareq Center for Rehabilitation & Autism Centre aims to provide distinguished medical and rehabilitative services for people with autism through free diagnostic services, conducting accurate medical examinations in laboratories inside and outside the country, and preparing the appropriate nutritional programmes for each child.

Specialist Center for Children with Disabilities

Our commitment lies in ensuring that children with disabilities receive the best possible care. We do so by supporting the Specialist Center for Children with Disabilities, working together towards improved accessibility and overall quality of life.

The Specialist Center for Children with Disabilities provides the highest level of educational, rehabilitation and treatment services for people of determination, raising their level of capabilities and allowing them to live a decent, independent life.





Khorfakkan Club for the Disabled

Our dedication to charity is exemplified by our support of the Khorfakkan Club for the Disabled, providing an outlet that fosters and promotes equal opportunity.

The Khorfakkan Club for the Disabled is a vibrant sports club that not only supports physical activity, but also offers exciting cultural and social experiences for people of determination.

Annual Travel for Hajj & Umrah

Al Masaood has embarked on a unique social initiative that aims to support young Hajj and Umrah pilgrims with special needs, in collaboration with charities and other organisations such as the Ministry of Interior and Bait El Kheir.



Since 2019, Al Masaood has been supporting several charitable causes. In 2022, we made a financial contribution to the Special Olympics Higher Committee, covering the contenders' regular health check-ups, training and family support. In the same year, Al Masaood supported Al Hanan Rehabilitation Center for young children with autism and mental impairment, as well as West Asia Para Federation, and Emirates Cancer Society by providing vital care to those affected by cancer across the UAE and beyond. In an effort to empower those who are most vulnerable across the UAE, we also extended our support to Bait Al Khair Society.

Al Masaood has donated to Sarah Center for Rehabilitation and Speech Therapy, which caters to students and people of

determination through educational and rehabilitative programmes. We have also provided financial backing to Emirates Society for Parents' Care & Relief to uphold the rights of elderly, as well as to Saeed Association for Prevention of Traffic Crashers, and Emirates Friends of Senior's Citizen Association by providing medical and social care.

Promoting equality and respect for all: Our CSR partners



Emiratisation

Cultivating national talent

Al Masaood is devoted to fostering the economic and human capital of the UAE through offering exciting career opportunities for Emiratis. Our goal is to empower UAE nationals by engaging them in a multicultural workplace where they can thrive in their professional pursuits. Al Masaood recruits, trains, develops and integrates UAE nationals at all levels across our business, helping them become leading professionals in the various sectors where we operate.

Al Masaood has so far achieved the 2% target set out by NAFIS, which was launched in September 2021 by the Emirati Talent Competitiveness Council as part of "Projects of the 50". NAFIS aims to increase the competitiveness of the Emirati workforce and enable them to fill 75,000 private sector jobs in the next five years. As of December 2022, Emirati nationals make up 5.67% of our workforce.

Al Masaood solidifies commitment to Sandooq Al Watan with AED 6 million contribution over 5 years

men, the social initiative Sandooq Al Watan aims to meet the needs of all citizens, support sustainable development and provide the Emirati youth with a prosperous future.



Al Masaood has been a staunch supporter of Sandooq Al Watan. In 2022, we donated AED 6 million towards the development of human resources, enabling people to reach for the highest positions. As a home-grown company, Al Masaood aspires to consolidate the key economic role of private companies through supporting Sandooq Al Watan. We take pride in being part of the 'Prime Funders' list of Sandooq Al Watan since 2018.

Launched by a group of Emirati business-

Emirati Functional Trainee Programme

Al Masaood has been a frequent supporter of the Emirati Functional Trainee Programme (EFTP), which aims to identify bright Emiratis who could be part of our top management team in the future. The one-year programme enables Emirati talent to work across different departments, learn and grow.



Emirati Study Sponsorship Programme

Al Masaood has been a continual champion of investing in future generations, exhibiting unwavering support for the innovative Emirati Study Sponsorship (ESS) programme. ESS is open to brilliant and tenacious UAE nationals pursuing a technical degree or diploma in Electrical and Mechanical Engineering, allowing them to work within the Automotive, Marine or Oil & Gas sectors. The programme offers scholarships, under the condition that students work at Al Masaood for a minimum period after graduating.



Mechatronics Apprenticeship Programme

By harnessing the potential of technology, we have a chance to support UAE nationals as they strive for career advancement. The invaluable opportunities present today will empower Emiratis in the future, laying an inspiring foundation for success.

Adhering to this outlook, Al Masaood Power has developed a new apprenticeship programme to help address the power industry's workforce challenges, diversify the UAE Nationals' talent pool by promoting gender equality, and foster career development opportunities for Emiratis.

The two-year programme, for which Al Masaood Power has developed the curriculum, will connect Emirati fresh graduates in the engineering fields with mechanical and electronic subjects. Participants will benefit from a paid apprenticeship providing on-the-job training, as well as learning and preparation for prospective careers within the industry.

The Mechatronics Apprenticeship 2022 programme focused on the design, repair

and maintenance of controlled electromechanical systems. It provided knowledge on how the required function can be realised by the combination of different mechanical, electrical, and software subsystems according to a systematic step-by-step approach—from a basic level with a total duration of 30 weeks; intermediate level with a total duration of 45 weeks; to an advanced level with a total duration of eight weeks.

In 2023, the curriculum for the second batch of apprentices will follow a competence-based apprenticeship model, requiring on-the-job training. Participants will be paid on a progressive scale based on the current industry average hourly rate, with increased opportunities throughout the two-year long apprenticeship period.

Emirati Women's Day Campaign

Emirati Women's Day is a valued occasion that pays tribute to the visions of both the late Sheikh Zayed bin Sultan Al Nahyan, and the 'Mother of the Nation,' HH Sheikha Fatima bint Mubarak, Chairwoman of the General Women's Union and President of the Supreme Council for Motherhood and

Childhood, who is a true example of the ideal Emirati woman, especially in terms of sacrifice and giving. In 2022, Emirati Women's Day was held under the theme 'Inspiring Reality...Sustainable Future,' which celebrates the nation's progress towards women empowerment.

To further commemorate the occasion, the Group held a female majlis under the title 'You Are a Gem' for the Emirati women who work at Al Masaood. The event was led by internationally renowned and award-winning speaker and consultant Christina Ioannidis, who has received multiple recognitions on leadership and empowerment from across the globe. Al Masaood's majlis was a customised version of Ioannidis' peer-mentoring signature Female Majlis programme, which brings together some of the top inspirational and trailblazing female professionals in the region.



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